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Per
Growers of

Quality Plants

Note Our Fine Selections

"THE NEWEST AND THE BEST"

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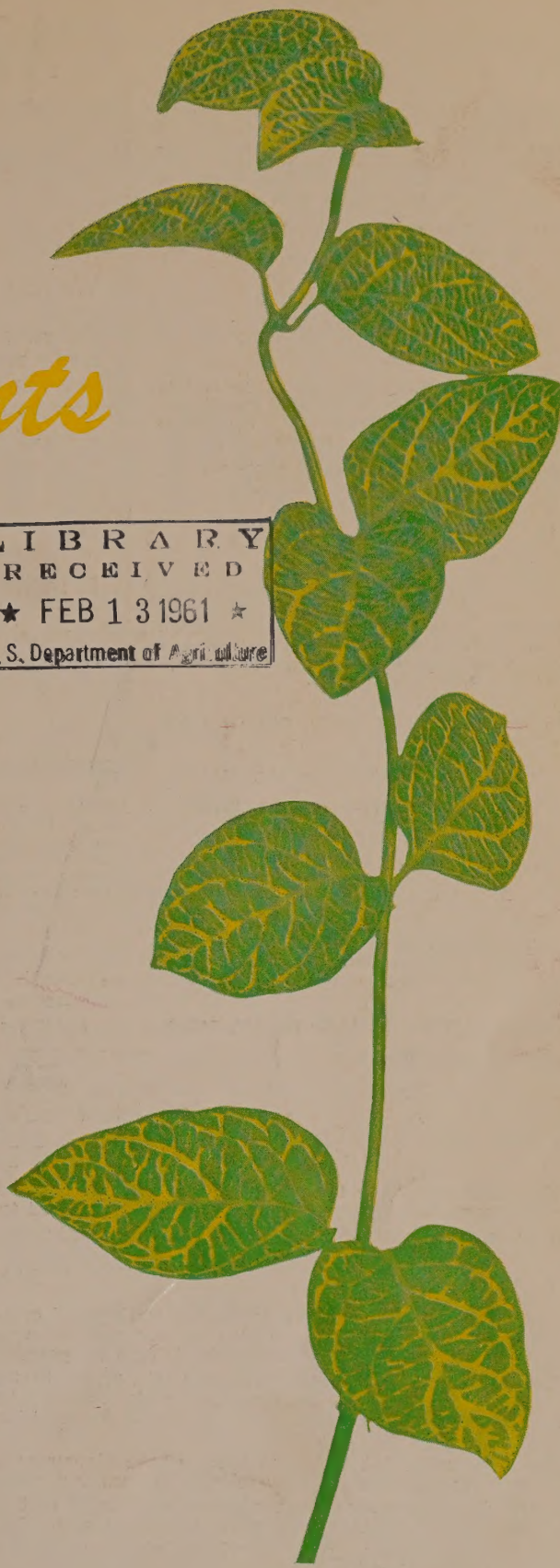
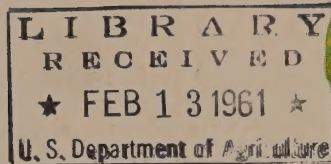
WHOLESALE ONLY

THE JOSEPH F. MARTIN CO.

41 Years of Quality Service

WEST JACKSON STREET

PAINESVILLE, OHIO



GOLD NET HONEYSUCKLE
SEE PAGE 5

AZALEA

BOUDOIR. This is one of the New Gable Azalea introductions so much in demand, because of their adaptability to both Ranch-type and conventional architecture. Proven hardy in below zero temperatures. Large Watermelon pink flowers massed on a robust bush.

Heavy Field Grown TT Per 10, \$4.50; Per 100, \$40.00.

CORSAGE. A delicate shade of powder blue to lavender. Extremely hardy and exceptionally vigorous for an evergreen type. The flowers are 2" across and bloom profusely.

Heavy Field Grown TT Per 10, \$4.50; Per 100, \$40.00.

HERBERT. Another Gable Azalea proven absolutely hardy for us after several years of testing. A truly outstanding beauty that develops double lavender purple flowers.

Heavy Field Grown TT Per 10, \$4.50; Per 100, \$40.00.

12-15" Per 10, \$12.50; Per 100, \$110.00

15-18" Per 10, \$17.50; Per 100, \$160.00

HINO CRIMSON. Reputed to be among the finest crimson red bedding Azaleas available. Much hardier than Hinodegeri, an excellent multi-purpose plant.

Hvy., F.G. TT Per 10, \$4.50; Per 100, \$40.00

A special size! A special price!

Note these evergreen Azaleas.

Boudoir, Herbert, Hino-Crimson.

We have a large greenhouse just jammed with Azaleas in 2¼" peat pots. These plants were rooted early last summer, allowed to go dormant, planted into pots and sheared for uniformity. They have many breaks and are low, branchy plants. Foliage feeding throughout the winter and spring months makes them larger than a one year bed grown plant and of a size that they can be easily lined out directly into the field.

POTS—Per 10, \$2.50; Per 100, \$20.00

Note these deciduous Azaleas

Mollis and Schlippenbachi

Everything said about the evergreen types applies to these, in addition to the fact that these are actually two year plants that were sheared four times last year to insure bushiness. Extra big plants 8-12 inches tall, this is a real bargain.

**POTS—Per 10, \$2.50; Per 100, \$20.00
Per 1000, \$175.00**

MOLLIS. Our mixed hybrids run through many shades of copper, gold, flame, yellow, red, salmon, and orange. The hardiest of all Azaleas. These plants were pruned heavily while very young to insure compact bushiness from the ground up. The older plants are field grown and shipped as they are dug with most of the soil clinging to their fibrous roots.

6-10" sheared, heavy peat balls
Per 10, \$4.50; Per 100, \$35.00; Per 1000, \$335.00
10-12" Per 10, \$9.00; Per 100, \$75.00
12-15" Per 10, \$11.00; Per 100, \$90.00

SCHLIPPENBACHI. The Royal Azalea described as the most beautiful of the deciduous species. The flowers are clustered in generous heads and the color is the purest of pinks. The foliage is vigorous and most attractive, especially during the fall months.

1 yr. transplants Per 10, \$2.00; Per 100, \$15.00

ANNOUNCING

The plant you've been waiting for — a new

HARDY WHITE EVERGREEN AZALEA

The feature plant in the prize-winning gardens of our home and flower shows is the white azalea. Northern florists, landscape men and nursery dealers have regretfully had to advise the many who inquired that these were not hardy items. Now we are proud to introduce the proven hardy evergreen azalea.

MARTIN'S WHITE

For a period of 11 years we have been testing and growing Azalea Martin's White and can vouch for its complete hardiness. The original stock plants are planted on a sun and wind exposed slope and have withstood severe punishment. Even the disastrous winter of 1958-59 which claimed supposedly hardy neighboring plants, failed to hurt this one.

Azalea Martin's White is a medium-height azalea that reached 2 to 2½ ft. in four or five years from a 1 yr. bedded liner. It loves pruning and can be sheared to make compact bedding and forcing heads. Handled in this manner, it is about ½ larger than Hino Crimson. Striking use of Azalea Martin's White is achieved when it is used as a border for deep red and pink sorts.

The clear white 1½ to 2 inch hose-in-hose blooms are borne in clusters of two, three and sometimes four. Very profuse blooms occur before the new foliage appears and gives a soft fluffy appearance to this white pillow.

Every decorator knows that white is the accent that shows and contrasts any color to its best advantage. You can't go wrong with white and you'll always be right with Martin's White.

We are certain that you will find this plant surpasses any so-called hardy white azalea on the market today. In the greenhouse, Azalea Martin's White forces dependably. It is a multi-purpose plant with no patent restrictions imposed upon it.

We would like to see it become a trade standard as soon as possible.

The plants we have to offer were planted from pots in June and are nicely established 1 yr. bedded stock. Price schedule is as follows:

1 to 5	6 to 10	11 to 25	26 to 49	50 to 100
Each	Each	Each	Each	Each
\$2.00	\$1.85	\$1.75	\$1.65	\$1.50

THE JOSEPH F. MARTIN CO., INC.
 Offers For Spring 1961 These
Fully Developed--Fresh From The Field
Hardy Quality Plants

A Complete Presentation of the Finest Varieties for
 Profitable Application to the Business of Everyone
 With a Horticultural Interest

SATISFACTION IS GUARANTEED

With Top Quality

Finely Developed Material

All Plants Are 5 at the 10 rate, 25 at the 100 rate and 250 at the 1000 rate. Not Less Than Five of a Kind Please.

There are times when it may be desirable to order less than 5 plants of one kind for your trial. We are glad to cooperate. These plants will be charged at .50 cents each, or .20 cents additional to the ten rate, whichever is greater, to share the cost of custom handling outside the wholesale aggregating.

Unless otherwise noted, all plants are No. 1 field grown. Where pots are specified, the 2¼" Jiffy pot is most widely used.

BROADLEAF EVERGREENS

KALMIA

LATIFOLIA. Mountain laurel should be used to round out and complement broad leaf plantings. Normally liners are hard to establish due to lack of fibrous roots. The plants offered are twice transplanted. Actually, a two year liner in a 2¼ inch peat pot, with loads of fiber root, that eliminates the danger of transplanting.

POTS—Per 10, \$3.00; Per 100, \$25.00

LEUCOTHOE

CATESBAEI. An early blooming evergreen with racemes of white waxen bells. Leaves and stems are a lustrous green; and in the fall, change to a pleasing red. Especially favorable because it will grow anywhere. The plants offered are two year old twice transplanted into 2¼" peat pots.

POTS—Per 10, \$3.00; Per 100, \$25.00

PIERIS

FLORIBUSDA. One of the hardiest broadleaf evergreen. Flowers very much like Pieris Japonica on a more up-right, glossier plant. Plants offered are 2 yrs. old, sheared, branched, 6-10" ready to line out.

POTS—Per 10, \$3.00; Per 100, \$25.00

JAPONICA. One of the most valuable decorative, evergreen shrubs. Panicles of a drooping nature, contain Lily-of-the-Valley like pendants. This is immediately followed by rich colored red or rose shaded leaves in the new-growth stage. A very dependable acid loving plant that should be included in all Azalea and Rhododendron plantings. The plants in 2¼ inch peat pots are well sheared seedlings before being potted. You receive them 6 to 10 inches tall, two years old, with a beautiful flush of new growth.

POTS — Per 10, \$3.00; Per 100, \$25.00
 6-9" — Per 10, \$4.50; Per 100, \$40.00
 10-12" — Per 10, \$6.50; Per 100, \$50.00

RHODODENDRON

All seed has been collected from red and white hybrids. We have had favorable comments from all parts of the country on our strain. 2½" pots are all three year plants which we have taken into the greenhouse, plunged into peat and forced to 12-15" growth. The plants from peat and soil beds are three years old and an excellent mass fibrous roots, ready to line out into the field. 2¼" peat pots are plants which are one full of fibrous roots, ready to line out into the field. year old before being potted and are 6-8" tall. We also list one year transplants and all have received the benefits of sterilization, constant disease and insect protection, and a regular fertilization program.

2½" Pots Per 10, \$6.50; Per 100, \$50.00

2¼" Pots Per 10, \$3.50; Per 100, \$30.00

3 yr. beds Per 10, \$5.50; Per 100, \$40.00

Transplants Per 10, \$2.25; Per 100, \$18.00

SHRUBS

COTONEASTER

ADPRESSA. Sometimes called the creeping cotoneaster this beautiful semi-evergreen is sometimes listed as a ground cover. Rarely exceeding 10 in. tall, it is valuable in the foreground of a foundation planting because of its lovely pink flowers in the spring and red berries in the fall. Very flexible and well adapted to ranch type architecture.

6-8" — Per 10, \$3.50; Per 100, \$30.00

FORSYTHIA

LYNWOOD GOLD. A hardier more prolific bloomer than most any of the varieties now in existence. A rich golden yellow that really gives you something to start your early Spring sales moving. The plants are a full two years old and run from 2-4 feet tall.

Per 10, \$3.50; Per 100, \$30.00

BEATRIX FARRAND. One of the newest and most attractive shrubs in existence today. Individual blooms of a large 2 in. diameter are prolifically borne on spikes of a deep golden yellow. Ultimately a symmetric bush of 6 to 8 feet in height is attained.

2-3', Per 10, \$3.50; Per 100, \$30.00

3-4', Per 10, \$5.00; Per 100, \$45.00

Pots—Per .0. \$3.00; Per 100, \$25.00

HYPERICUM

HIDCOTE. A low growing shrub that produces bright yellow cup-like blooms, 2 inches in diameter, that cover this symmetric plant with a continuous procession of bloom during the summer and late into the fall.

3 yr.—Per 10, \$4.00; Per 100, \$35.00

HYDRANGEA

BLUE CHINA BOY. A distinct advance. It is distinguished by an immense head, with each floret measuring 2 or 3 inches. Actually each stalk is a bouquet in itself when cut. Its primest point is its complete hardiness. Here, where cold northern lake, winters prevail, it thrives in the coldest section of land in the nursery. Color is intense blue; chemical components of the soil, of course, are factors in color intensity of all blue Hydrangeas.

2 Yr. 8-10 canes - Per 10, \$7.50; Per 100, \$65.00

ILEX

AQUIFOLIUM PYRAMIDALIS. (English Holly) Every plant bears big bright red berries on this exceptionally hardy strain, introduced to our area by Mr. Waldorf. It is in our opinion without equal for high-gloss foliar beauty and form. It has withstood prolonged temperatures of ten below with no harm.

1 Yr. F.G.—Per 10, \$6.50; Per 100, \$60.00

2 Yr. F.G.—Per 10, \$12.50; Per 100, \$100.00

CRENATA CONVEXA. Tiny convex leaves form a dense compact mound, excellent for use as a hedge as well as a specimen in the foundation planting.

6-9" Per 10, \$3.00; Per 100, \$25.00

Specimen 18-24" B&B Per 10, \$25.00

Per 100, \$200.00

CRENATA CONVEXA HETZL. A fine new hardy form of convexa with larger leaves. This plant also makes up faster than the conventional type. A very good hedge or specimen plant.

6-9"—Per 10, \$3.50; Per 100, \$30.00

POTS—Per 10, \$2.25; Per 100, \$18.00

POTENTILLA

GOLD DROP. This is a small shrub, growing to a height of about 2½ feet, giving an irregular mound-like appearance. The leaves are fern-like and are intermingled with very brilliant buttercup yellow flowers from early June to late October. Perfect for use in the border, completely hardy, and does best in full sun.

Per 10, \$8.50; Per 100, \$70.00

WEIGELA

JAVA RED. This new item has barely hit the market and is bound to create a sensation when it does. In my own garden I have a trained specimen sheared in a columnar form. It is four feet wide and three feet across. During the early spring, deep mahogany foliage appears, followed by thousands of small pendant blooms. Clear pink with a touch of scarlet at the throat, the contrast with the red leaves is one of the most eye-catching sights ever experienced. It flowers in such profusion that many people think we have extended the Azalea line and season to a new color and type.

1 Yr.—Per 10, \$4.50; Per 100, \$40.00

2 Yr. Bushy, Per 10, \$8.50; Per 100, \$75.00

POTS—Per 10, \$3.50; Per 100, \$30.00

PRIVET

GOLDEN PRIVET

VICARI. A new, dwarf growing, hardy privet, with pure golden foliage. Becoming more popular every day, this plant is used superbly as an edging for flower beds and as an individual specimen in the border planting. Slow growing, and requires little pruning.

6-8"—Per 10, \$2.25; Per 100, \$18.00

8-12"—Per 10, \$3.00; Per 100, \$25.00

12-18"—Per 10, \$3.50; Per 100, \$30.00

18-24"—Per 10, \$4.50; Per 100, \$40.00

DWARF WINTERGREEN — globe type — (Burton's). We are fascinated by the prospect of having a truly hardy shrub that will take the place of Boxwood in northern climates. Deep forest green leaves are rather small and shiny. The originator assures us that the parent plant, even without pruning does not exceed four feet in height. Our stock plants are low and dense and have responded very well to pruning as globular, pyramidal, square, and box shaped plants. Around patios, in front of low ranch porches and as a formal edging for rosebeds or flower beds we recommend this plant highly.

As yet there is not much stock of this valuable shrub and consequently, we can only accept the earliest orders. We urge you to get in on this one now, for it's bound to be good for many years.

Hvy. 12-15" Per 10, \$3.50; Per 100, \$30.00

TEUCRIUM CHAMAEDRYS

POPULAR PERENNIAL HEDGE

Since its merits have been recognized, scarcely a perennial border is complete without the neat green definition lent by a Teucrium hedge. Leaves a bright glossy green, myriads of stems rising 8 to 12 inches high, the Teucrium hedge may be trimmed formally by the fastidious or allowed to grow as it will in which case its natural dignity is formal enough for most of us.

r. c.—Per 100, \$4.50; Per 1000, \$40.00

1yr.—Per 10, \$2.00; Per 100, \$15.00

2yr.—Per 10, \$2.25; Per 100, \$18.00

Per 1000, \$130.00

NOTICE: The right materials and conscientious packers are doing a superlative job in the transfer of the carefully nurtured hardy plants grown in our nurseries. In the event of any bad arrival, **CONTACT THE CARRIER AT ONCE, OBTAIN BAD ORDER REPORT AND FILE CLAIM,** and notify us with the delivery dates and other pertinent data within 10 days.

"THE JOSEPH F. MARTIN CO., INC. warrants to the extent of the purchase price that nursery stock sold is true-to-name and as described within recognized tolerances. Seller gives no other further warranty, express or implied, and will under no circumstances be liable for more than the invoice value at the time of purchase.

EVERGREENS

BOXWOOD

BUXUS SEMPERVIRENS WELLERII. Our plants have withstood as low as -10° and have come through the winter beautifully. This is a normally dwarf, slow-growing strain. Plants supplied are bushy and branched; about six inches across in the taller sizes, and 4-6" in the smaller grades. Very generous fibrous root system.

12-15"—Per 10, \$6.50; Per 100, \$50.00

6-8" Per 10, \$4.00; Per 100, \$35.00

12-15" B&B (at nursery only)

Per 10, \$20.00; Per 100, \$180.00

EUONYMUS

FORTUNEI ERICTA BERRYHILL. A very clean growing strain that compares favorably with any of the patented sorts that we have seen. The foliage is extra lustrous and the plant, in our observation, has been almost sterile, making it much less troublesome than other sorts. A fast grower that trims and shapes readily to any form. 2½" Peat pots: Per 10, \$3.00; Per 100, \$25.00

JAPONICA MICHROPHYLLUS. A beautiful dwarf evergreen shrub unsurpassed as a glossy foliage item. Known as the box-leaf Euonymus. It is ideal for borders and edgings. Local florists use it as a valuable addition to dish gardens. A plant more than worthy of the slight extra protection it warrants. The average planting usually lends adequate protection and is really set off in a brilliant manner by the use of this plant.

F. G.—Per 10, \$4.00; Per 100, \$35.00

POTS—Per 10, \$3.00; Per 100, \$25.00

RADICANS AUREO MARGINATUS. A most attractive and unusual shrub. A definite green and white variegation lends high color throughout the year. Small leaves, not unlike Kewensis, suitable for potting or canning. Very hardy, last for the entire winter. Another item that is very attractive, and very much in demand.

1 Yr. F.G.—Per 10, \$3.00; Per 100, \$25.00

POTS—Per 10, \$2.00; Per 100, \$15.00

SARCOTHE. Although a recent introduction, its superior qualities have brought about wide usage and a great demand. Highly desirable either as a columnar form or spreading evergreen.

2½" Peat pots: Per 10, \$3.00; Per 100, \$25.00

AJUGA

BUGLE

A useful plant for the rockery and for carpeting the ground, particularly in shady positions, as under trees, where grass will not grow; flowers in May and June. 6 to 8 inches.

BROCKBANKI. The best seller on our list is now in volume production so we can reduce the price. Even in its most active stages of growth, there is no doubt as to the brilliant red coloring of the foliage. Neat rosettes are formed that do not creep into surrounding plantings as with more common types. Blue flower spikes are an added bonus to a plant already overlooked with good qualities. Large clumps.

Per 10, \$2.25; Per 100, \$18.00

PYRAMIDALIS. Especially attractive for the deep dark green color of the foliage, which is larger and more lustrous than that of the common Ajuga. The flowers are larger and taller also. A wonderful foreground cover that works out nicely with Daffodils and other bulbs.

Per 10, \$2.50; Per 100, \$20.00

REPTANS BLUE. Grows 3 to 4 inches high, with deep purplish blue flowers. Bronze foliage.

Per 10, \$2.50; Per 100, \$18.00

SILVER BEAUTY. Here is one ground cover that can serve many purposes. The variegation is

DAPHNE CNEORUM

POT PLANTS FOR LINING OUT

This beautiful evergreen subshrub is acclaimed by leading horticulturists as the finest available in its category. Unexcelled as an edging or specimen in front of foundation plantings. Highly scented, rose-pink flowers cover the foliage in spring, bloom intermittently in summer and quite fully again in autumn. The plant itself never grows taller than 8 to 10 ins. Our strain has proved hardy and easy to grow. Complete planting directions furnished with each shipment to eliminate any problems you may have had before.

Growers who develop Daphne know that the most difficult part of their work consists of rooting their cuttings with a good percentage of stand. By buying our liners you eliminate the work and the risk. The pot plants which we offer are in a growing condition, completely pot-bound and nicely topped. They are a real growers' value.

2" Pot Plants — Per 10 \$3.00; Per 100, \$25.00; Per 1000, \$225.00

FIELD GROWN PLANTS

These plants are ideal for either lining out in the field, or canning that we do not think can be matched. This past Spring many had to be turned down because of the heavy demand. Order now to avoid disappointment later.

1 Yr. 6" - 12" Nicely Branched — Per 10, \$4.50; Per 100, \$40.00

9" - 12" B & B — Per 10, \$12.50; Per 100, \$100.00

PACHISTIMA

CANBYI. Low growing evergreen shrub with small Holly-like leaves. Ultimate spread is 2 feet. Grows in shade and is perfect for edging or specimen work.

Per 10, \$5.50; Per 100, \$45.00

JUNIPER

GLAUCA HETZI. We have a limited supply of this favorite blue spreading evergreen. The following plants are balled and burlapped available at the nursery only. Sheared and full.

18-24" B. & B. Per 10, \$20.00; Per 100, \$175.00

TAXUS

CUSPIDATA. Certified true strain of this most popular spreading type yew. These plants are rooted from ten inch cuttings in the winter and have been planted in open field rows for the entire summer. They now have a tremendous root system and are truly superior liners.

2yr. Per 10, \$3.50; Per 100, \$25.00

3yr. Per 10, \$4.50; Per 100, \$35.00

4yr. Per 10, \$5.50; Per 100, \$45.00

R.C. Per 100, \$9.00; Per 1000, \$75.00

HICKSI. The ever popular columnar Yew ideal for hedging and specimen work.

R.C. Per 100, \$10.00; Per 1000, \$85.00

2 yr. Per 10, \$ 3.50; Per 100, \$25.00

3 yr. Per 10, \$ 4.50; Per 100, \$35.00

4 yr. Per 10, \$ 5.50; Per 100, \$45.00

GROUND COVERS

so distinct and interesting that it can be used as a novel foliage or bedding item in the spring. A one year clump produces many divisions suitable for potting and forcing for use in the manner described. Neat little blue flower spikes contrast against the sparkling white of the foliage and make this one hard to keep in stock.

POTS—Per 10, \$2.50; Per 100, \$18.00

HARDY VINCA

MYRTLE

MINOR BOWLES VARIETY. This new European form is much more desirable in every respect than the common type. It is a great improvement, the foliage is broader and much glossier. Flowers are not only larger but of a deeper rich blue color and are produced in abundance.

F.G. Per 10, \$3.50; Per 100, \$30.00

POTS—Per 10, \$2.50; Per 100, \$20.00

MINOR. A trailing, evergreen plant, used extensively for carpeting the ground. Under shrubs or trees or on graves where it is too shady for grass or other plants to thrive.

Per 10, \$1.75; Per 100, \$12.00; Per 1000, \$100.00

MINOR RUBRA. Long absent from our list we are happy to be able to offer this different plant. Mahogany blooms on a vigorous plant.

F.G.—Per 10, \$3.00; Per 100, \$25.00

Per 1000, \$200.00

LONICERA

HONEYSUCKLE

(See Illustration on Front Cover)

GOLD NET (Aureo Reticulata). Described in the new illustrated Encyclopedia of Gardening as being one of the best color-leaved plants throughout the summer. The variegation is very definite in that all the veins throughout the leaves from a rather broad netting of gold. Gold Net produces the characteristic aromatic buff and salmon Honeysuckle blooms. For banks where you want high coloring, or for use as a specimen plant for potting or canning; the plant is hard to beat. Of easy culture, this plant will produce a highly desirable, saleable, canned unit within a few months after planting.

POTS—Per 10, \$3.00; Per 100, \$25.00

PACHYSANDRA

TERMINALIS. Ground covering plant, averaging 6 to 8 inches in height and branching freely into a dense mat.

The pot plants offered are 2¼" peat pots with two cuttings in each pot. Both cuttings and pot have been grown in the greenhouse under sterilized conditions, foliage fed for excellent growth and character. A real value and a new low price. Selected rooted cuttings.

Rooted Cuttings Per 100, \$5.00; Per 1000, \$35.00
POTS—Per 100, \$18.00; Per 1000, \$140.00

IVIES



WILSON'S IVY (*Hedera Helix Wilson*) — Hardest, Nice and Pretty Too!

Note the leaves, which are as large as a man's hand. The veins are very white and outstanding

ROCHESTER IVY

(*HEDERA HELIX ROCHESTER*)

Picture the ideal ground cover in your mind and see if it fits this description. Uniform growth, 6 inches high, with leaves by the Hundreds that completely obscure the soil. A bright, shiny emerald green cushion cool and pleasing in summer, weather resistant and attractive all winter long. Now look at the accompanying picture and, as well as my amateur photography will show these young plants, you will get an idea of the texture and quality of this fine foliage plant.

Rochester Ivy came through the fiercely destructive winter of 1958-59, shiny bright when so-called hardy English strains in our locality looked like a pile of dried leaves. The very short internodes send off many leaves and branches without a long trailing tangle of runners. To our knowledge this is the most refined Ivy ground cover that exists. We can vouch for its beauty and effectiveness and are sure that you can't go wrong with this one. We can't vouch for its hardiness north of Ohio, but it is wonderfully hardy here. So nicely self contained that it can be used in place of Pachysandra where you wish to obtain interesting variations. Florists and interior designers find that all its good outdoor characteristics are retained and magnified when used indoors.

ROOTED CUTTINGS

Per 100 \$10.00; Per 1000 \$85.00

2 1/4 INCH POTS

Per 10 \$2.00; Per 100 \$15.00; Per 1000 \$125.00



ROCHESTER IVY (*Hedera Helix Rochester*) — Prettiest, Good and Hardy Too—

WILSON'S IVY

(*HEDERA HELIX WILSON*)

The stock that we are offering of this outstanding variety comes directly from Mr. Lawrence Wilson of Wilson's Landscape Service, R. D. 2, Box 265 A, Valencia, Penna., who has this to say about its history. "About 30 years ago we had a disastrous winter throughout the state of Pennsylvania. Temperatures in our area reached 26° below zero. In the early spring while on a hunting trip I spotted the greenest Ivy I have ever seen, absolutely untouched by the weather, growing on the south side of a white farm house. This, in contrast to dead and withered plant material that included items we had considered absolutely hardy. I bought the vine from this farmer at once. The cuttings that I have just delivered to you are part of the original plant which still prospers."

Dr. L. C. Chadwick, Ohio State Univ., one of the top horticulturists in the country says, "There is no finer Ivy than Wilson's. In our tests at the University it came through last winter (58-59 and who can forget that) virtually untouched." We are especially sold on the heavy texture of the leaves. A real tough leathery "feel" to the older large leaves teams up with a deep forest green for a lustrous shiny combination that's really terrific. Cover your toughest sun and wind exposed bank with Wilson's Ivy and be content that you have made the finest choice.

Still a rare, hard-to-get, plant that is receiving its first real promotion with this write-up.

ROOTED CUTTINGS

Per 100, \$12.00; Per 1000, \$100.00

2 1/4 INCH POTS

Per 10 \$2.50; Per 100 \$18.00; Per 1000 \$160.00

STARDUST IVY

STARDUST. A highly variegated form of Baltic Ivy. We are particularly impressed with the pure white of the green and white leaf. Plants growing in our greenhouse and trailing over the sides of the benches look cleaner and brighter than variegated Vinca vines. This is combination with its hardy parentage should keep this variety in demand for many years to come.

POTS—Per 10, \$3.00; Per 100—\$25.00

SWEETHEART IVY

HEDERA HELIX 238th ST. This novel item with heart-shaped leaves, is one of the shiniest, cleanest appearing ivies that we've ever seen. Very slow growing, we think that it is best adapted as a climbing ivy. The fact that it grows slow seems to make it especially hardy. Doctor T. H. Everett of the New York Botanical Gardens says it is absolutely hardy, and our experience proves the statement. We think that the large plump appearance of the foliage makes this among the most attractive outdoor foliage plants available.

Rooted cuttings—per 100, \$15.00; per 1000, \$135.00

2 1/4 in. pots—per 100, \$3.00; per 100 \$20.00; per 1000, \$185

PERENNIALS

ACHILLEA

CORONATION GOLD. An excellent English hybrid with many platter size flowers of bright chrome yellow. The blooms, which appear from June until fall, cut and dry for winter bouquets. Attractive fern-like foliage.

Per 10, \$2.50; Per 100, \$20.00

SNOWBALL. (Boule de Neige). Wonderful for cut flowers or garden. Blooms in June. A good filler, grows 12-15" high, double white flowers in umbels.

Per 10, \$2.00; Per 100, \$15.00

ANGEL'S BREATH. It grows as an inverted bowl, twenty inches high and spreads two feet. In flower, it is so profusely covered that the rich green foliage, decorative otherwise, can scarcely be seen. The white is fully double without a trace of center. It is brand new and carries our highest recommendation.

Per 10, \$2.00; Per 100, \$15.00

ARMERIA

SEA PINK OR THRIFT

LAUCHEANA. Bright rosy red. Height 3 to 6 inches. May-June.

Per 10, \$2.25; Per 100, \$18.00

MARTIMA SPLENDENS. (Statice Armeria). Rosy magenta flowers on 1 ft. stems.

Per 10, \$2.00; Per 100, \$15.00

CEPHALOTES RUBRA. In the assortment of dwarf and semi-dwarf varieties this by far is the most outstanding. The flowers are of good size and the color is a striking red. For border there is nothing that will make such a bright showing. At roadside sale grounds, these plants when in flower will sell themselves.

POTS—Per 10, \$2.50; Per 100, \$20.00

ALCIDA. A sturdy medium tall variety with bright raspberry rose flowers. A new color for your September border. Very desirable.

POTS—Per 10, \$2.25; Per 100, \$18.00

ALPINUS GOLIATH. Six to ten inches high and bears large showy bluish purple flowers in May and June. Plant in full sun.

Per 10, \$2.75; Per 100, \$22.50

BABY'S BREATH. Especially good for arrangers. A sturdy three foot plant is a perfect mound of tiny, white flowers that completely smother the plant. You can expect five to six weeks of profuse blooms on stems that will work nicely into your flower arrangements.

POTS—Per 10, \$2.25; Per 100, \$18.00

BONNY BLUE. An excellent new dwarf hardy Aster fine for border edges and bedding. A very compact cushion literally smothered with pretty wisteria-blue flowers. Grows only 8-10 inches high and again as wide. Blooms just before the mum season and is a highly attractive potted package.

POTS—Per 10, \$2.25; Per 100, \$18.00

CLARITY. The clearest white aster to date. Hundreds of semi-double 2 in. blooms appear atop willowy bushy plants in early Sept.

Per 10, \$3.00; Per 100, \$25.00

ANTHEMIS

HARDY MARGUERITE — CHAMOMILE MOONLIGHT. This is a fine plant for the border growing about 2½ feet tall. Throughout the summer the plants are literally covered with hundreds of pale yellow daisy-like flowers 2½ inches in diameter, which are excellent for cutting.

Per 10, \$2.50; Per 100, \$20.00

AIZOON (Achillea Ageratifolia). A mountain chamomile with fine silvery foliage and pretty little daisy-like flowers. Will thrive in dry locations. Very easy to grow.

Per 10, \$2.25; Per 100, \$18.00

AEGOPODIUM

PODAGRARIA VARIEGATA. A foliage plant whose high variegation makes a bright spot of places where it is normally difficult to obtain other types of plant growth. A very vigorous plant that will cover in a hurry.

Per 10, \$3.00; Per 100, \$25.00

ALYSSUM

SAXATILE COMPACTUM FL. PL. The ever popular "Basket of Gold" in the most desirable compact form. Silver-gray foliage is attractive throughout the year.

POTS—Per 10, \$3.00; Per 100, \$22.50

ANCHUSA

MYOSOTIDIFLORA. (Forget Me Not Flowered Burgloss). Height 1½ feet when in bloom, during April and May. Makes a tidy, compact plant, entirely lacking of the coarseness of the taller Anchusas, forming a mound of dainty blue flowers resembling the forget-me-not, but borne in branchy sprays. Foliage is robust and has a healthy, attractive appearance throughout the entire season. An effective rock plant for shady places.

Per 10, \$3.00; Per 100, \$25.00

Asters

CLIMAX. One of the best and showiest, with large pyramidal spikes on large light lavender blue flowers. Very free.

Per 10, \$2.00; Per 100, \$15.00

FRIKARTI—WONDER OF STAFFA. Lavender-blue flowers from 2 to 2½ inches across, produced from June until the middle of November. Does exceedingly well in light shade and comes to perfection in full sun. A constant rich display of flowers is kept up the entire summer. Flowers excellent for cutting.

Per 10, \$3.50; Per 100, \$30.00

PACIFIC AMARANTH. A very unique horizontal habit with an almost flat top of deep colored amaranth flowers. Only fifteen inches tall, works in wonderfully as a foreground item.

POTS—Per 10, \$2.25; Per 100, \$18.00

PINK BOUQUET. A lively yet soft pink color completely envelopes compact bushy cushion like plants. An excellent low growing type fine for edging.

Per 10, \$3.00; Per 100, \$25.00

PERSIAN ROSE. An unbeatable dwarf mass of rose tinted flowers. 12-15 inch plants produce from August until October.

POTS—Per 10, \$2.25; Per 100, \$18.00



AQUILEGIA, McKANA GIANT HYBRIDS

AQUILEGIA

COLUMBINE

McKANA GIANT HYBRIDS. 1955 All-American winner. Large showy flowers with long spurs more widely flared than in other aquilegias. Colors include white, cream and rose, yellow and red, yellow and violet. Flowers 3 to 4½ in. across with 3 in spurs. Strong, free blooming plants 20 to 26 in. high.

Per 10, \$2.50; Per 100 \$20.00

RED SUNSET. This exceptional new aster produces multitudes of rich rose-red blooms on a vigorous 3 foot plant. One of the showiest in its class.

Per 10, \$3.00; Per 100, \$25.00

WHITE FAIRY. A fluffy mass of clear white blooms with small yellow centers. The best dwarf white that we have seen to date. Excellent supplement to your early mum sales.

Per 10, \$3.00; Per 100, \$25.00

WHITE LADY. A medium tall sort with clean white blooms accented with a yellow button. Holds up well as a cut flower and excellent for masses of color.

Per 10, \$2.25; Per 100, \$18.00

WINSTON CHURCHILL. Extremely floriferous, producing rich deep crimson blooms. This combined with its compact uniform characteristics has brought it acclaim as the finest red hardy aster grown in existence. 18 inches tall.

Per 10, \$3.00; Per 100, \$25.00

TAPESTRY. Large semi-double flowers of a lovely pastel pink shade on graceful, erect 30 in. plants. One of the best of the recently imported sorts from England.

POTS—Per 10, \$2.25; Per 100, \$18.00

ARTEMISIA

Boundlessly useful, for the border for spotting in shrub plantings, and particularly, for filling in floral effects.

SILVER KING. Bright silver-colored stems and foliage are of great value for florists' fillers, can also be dried for winter use.

Per 10, \$2.50; Per 100, \$20.00

SILVER MOUND. A handsome, compact, mound-like plant about four inches in diameter. Foliage fernlike and of the lightest and brightest silvery gray. For the rockery, for accent, or for edging beds and walks.

Per 10, \$2.50; Per 100, \$20.00

SILVER QUEEN. (Martin's Selection). This will dry just like Silver King. It is bushy and carries an abundance of hard silver seeds that add to its effect. Though not as light, it is our judgment that it is much more impressive than the Silver Queen and more desirable than Silver King in many instances.

Per 10, \$2.00; Per 100, \$15.00

CARNATION

CRIMSON KING. Exotic oriental beauty. Flowers pure Chinese red on dark green foliage. This might well be America's favorite perennial were one to be chosen.

Heavy F. G. Per 10, \$3.00; Per 100, \$25.00

Pots—Per 10, \$2.25; Per 100, \$18.00

CAMPANULA

BELLFLOWER

ROTUNDIFOLIA. 1 foot. June to August. In the wild it is more slender and taller than in the garden, clear blue flowers. Especially suited for crevices in the rock garden or steep slopes, if planted to show a pendant habit.

Per 10, \$2.50; Per 100, \$20.00

CARPATICA. Perfect, dense mounds of foliage with masses of erect clear blue bells. Blooms from June to October. Perfect for rockery, border plantings and wall gardens.

Per 10, \$2.50; Per 100, \$18.00

CARPATICA ALBA. Same as above, with white flowers.

Per 10, \$2.25; Per 100, \$18.00

PERSICIFOLIA. Coerulean blue, an excellent companion to the white variety. The large blue flowers making an attractive contrast. Height 30 inches.

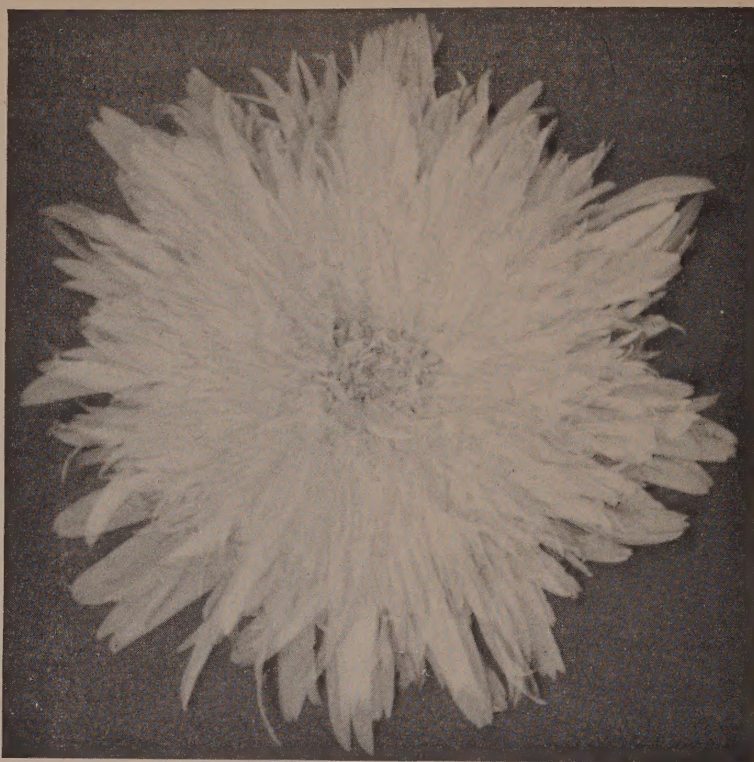
Per 10, \$2.50; Per 100, \$20.00

COREOPSIS

A useful and attractive herbaceous perennial, both for border and cut flowers.

GOLDEN SHOWER (Verticillata). Bound to be in great demand, since it was written up in the New Illustrated Encyclopedia of Gardening. In our opinion, there is no more productive, prolific, perennial grown. Unusual fern-like foliage topped with bright yellow daisies from spring until a heavy frost. Very dependable and highly recommended.

Per 10, \$3.00; Per 100, \$25.00



BORDER QUEEN

Chrysanthemum Maximum

SHASTA DAISY or MOONPENNY

AMONG THE BEST KNOWN AND BEST LOVED HARDY PLANTS

BORDER QUEEN. Because of the unusually heavy demand since it was introduced in 1954, we have been unable to offer this grand plant for sale. Although quantities are limited we are proud to present it again. Large double fluffy snowball type flowers bloom prolifically on 12 inch stems to make this new addition to the line one of the most flexible now grown. The plant itself is robust and extremely hardy, able to withstand wet or dry conditions and still produce abundantly.

Per 10, \$4.50; Per 100, \$40.00
Pots—Per 10, \$3.00; Per 100, \$25.00

COBHAM GOLD. A "first" in Shasta Daisies. A pale yellow, high crested center, contrasted with guard petals of pure white. Flowers in abundance appear on plants that look like the variety Mt. Shasta except for the unusually different crest. Something new and interesting that will become a favorite.

Per 10, \$5.00; Per 100, \$40.00
Pots—Per 10, \$3.00; Per 100, \$25.00

MAJESTIC. Immense 5 to 6 inch flowers, smallest button center. Double row of overlapping petals makes flower full, compact and firm. 28 to 30" inch sturdy stems prolifically produced. Very hardy. Medium early.

Pots—Per 10, \$3.00; Per 100, \$25.00

DORONICUM

Leopard's Bane

Cauc. Magnificum. Has large yellow marguerite like flowers, 2½ to 3 inches across, in early Spring. Very suitable for beds and borders, also a splendid flower for cutting.

Per 10, \$3.00; Per 100, \$25.00

Mt. SHASTA. Other Shasta Daisies come and go but the ever-popular, most desirable, Mt. Shasta continues to rate No. 1 in popularity. Very dependable for cut flower production. If given a minimum of care, literally dozens of blooms are produced even in the first year. Grown in organic type mixtures, up to four crops a year can be counted upon. We have taken extra care to keep our stock clean, and the pot plants listed below are produced only from cuttings rooted in sterilized sand and put in a sterilized soil mixture. One of the biggest buys in our catalogue.

POTS—Per 10, \$2.75; Per 100, \$22.50
Field Grown—Per 10, \$4.00; Per 100, \$35.00

GIANT DOUBLE WHITE. Never in our experience have we seen a strain with such wonderful large double flowers. These plants produced abundantly and all have stems that hold them firmly for use as cut flowers. A special strain at a special price only possible through big volume production.

Per 10, \$2.50; Per 100, \$18.00; Per 1000, \$135.00

DIENER'S GIANT HYBRIDS. New development with flowers of very interesting form. They vary considerably from fully double strains, no centers, to semi-doubles and singles. Some have broad petals, others are very slender and twisted.

Per 10, \$2.25; Per 100, \$18.00

DICENTRA

Bleeding Heart

SPECTABILIS. An old-fashioned favorite; its long racemes of graceful heart shaped pink flowers in May or June are always attractive; it is used largely for forcing, and is perfectly at home in any part of the border, and especially valuable for planting in the shade. Height 1 to 2 feet. Perfectly hardy and easy to cultivate.

3-5 eyes—Per 10, \$4.50; Per 100, \$40.00

DIANTHUS

CHEYENNE. An especially strong, vigorous growing plant with clean disease resistant characteristics. Large 2-2½", fully double, highly fragrant, deep fuchsia purple blooms. Intermittent blooms from June til November with exceptional hardiness. Only a very limited quantity available of this new item.

Per 10, \$5.00



DIANTHUS, HER MAJESTY

HER MAJESTY

Large compact Carnation flowered glistening white. Flower spikes to 14" on stately perfectly formed, silver foliage plants.

Per 10, \$2.25; Per 100, \$18.00

MOON MIST. A white counterpart of the highly popular Old Spice with the same characteristics. 2 in. clear white full double.

POTS—Per 10, \$3.00; Per 100, \$25.00

OLD SPICE. Derservedly holding a high place in this well regarded hardy plant family, the ever blooming bright salmon-pink. Old Spice is one of the finest hardy plants. It makes an enchanting border, a bright mass and furnishes cut flowers constantly through a three month period.

Per 10, \$3.00; Per 100, \$25.00

POTS—Per 10, \$2.25; Per 100, \$18.00

PINK PRINCESS. A pleasing shade of deep coral pink on blooms that are fragrant and spicy. The petals are fringed and shaggy, lasting for many weeks. Long stems make attractive arrangements easy. Very hardy and easy to grow.

POTS—Per 10, \$2.75; Per 100, \$22.50

ROSE CUSHION. The bright rose colored flowers are quite erect, they do not droop. The plant does not run wild, keeps its shape, very low growing and compact, ideal for low borders or rockeries. It is perfectly hardy and does well in any well drained soil. Very attractive when not in flower.

Per 10, \$2.50; Per 100, \$20.00

DELPHINIUM

Super Giant Pacific Hybrids

ASTOLAT SERIES. A fine mixture ranging from pale blush, pink, rose and lilac, thru raspebrry, with dark bees.

BLACK KNIGHT SERIES. Deep velvety blue. Darkest of all.

BLUE BIRD SERIES. The clearest medium blue with white bee. Huge tall spikes: an excellent variety.

BLUE JAY SERIES. The true blue color which is so rare in nature and so difficult to obtain. Clear medium to dark blue.

CAMELIARD SERIES. A lovely pure lavender self with white bee. Well balanced spikes. A beautiful variety.

GALAHAD SERIES. Clear white of enormous size and averaging 3 inches in diameter. Good branching habit; strong whippy stems.

GUINEVERE SERIES. A magnificent light pink-lavender with white bee; fine large spikes.

KING ARTHUR SERIES. A true royal purple with white bee.

PERCIVAL. White contrasting black bee. Very attractive.

ROUND TABLE SERIES. This represents all of the color combinations of the knights and the ladies.

SUMMER SKIES SERIES. Clear light blue with white bee. Excellent for cutting.

All of the above mentioned varieties are offered this year from 2¼" peat pots. These plants plants were started in late November in the greenhouse and carried in a very cool house to assure a good root system. The danger of transplanting is virtually eliminated and treated with moderate care, should give you bloom during the first year.

Per 10, \$2.00; Per 100, \$16.00; Per 100, \$140.00

GERBERA

TRANSVAAL DAISY

JAMESONI GIANT HYBRIDS. A lovely mixture of brilliant orange, pink, and yellow shades. The best type of multi-hued daisy-like flowers. These are potted plants ready to bloom a short time after planting. In northern sections a little winter protection should be given.

POTS—Per 10, \$2.25; Per 100, \$18.00

DOUBLE. We are pleased to announce that we have obtained a very dependable double strain of Gerbera to offer for the first time. Large, healthy, peat pot plants that will produce well for you the first season.

POTS—Per 10, \$3.00; Per 100, \$25.00

FUNKIA

UNDULATA VARIEGATA (Day Lily). Graceful green leaves having fluted white edge. Very conspicuous plant for the border. They are also beautiful when used as a foliage pot plant for Easter sales. Flowers lilac.

3-5 eyes—Per 10, \$3.00; Per 100, \$25.00

GYPSOPHILA

BRISTOL FAIRY. The true double white, still the most popular and desirable Baby's Breath. A better filler than the larger type now called Perfect.

POTS—Per 10, \$3.00; Per 100, \$25.00

EUPATORIUM--COELESTINUM

FLORISTS' HARDY AGERATUM

This everlasting popular hardy perennial has come to mean more to floristry than ever before in these days of tight flower markets. Wherever plants from our abundant stock have been sold, the receivers are yielding tenfold. The cut crop is extremely prolific; the lavender-blue flowers are en masse from August to frost. Stems 14 to 18 inches, and long lasting qualities make it a 'must' for the outdoor cut flower planting.

Heavy Field Grown
Per 10, \$2.00; Per 100 \$15.00



EUPATORIUM COELESTINUM

HEATHER

Sold out for spring

ERICA CARNEA. Grows about 6 inches high; leaves arranged in fours, nodding bell-shaped flowers of bright rosy carmine along the stems.

5-8" - Per 10, \$4.50; Per 100, \$35.00

POTS—Per 10, \$2.50; Per 100, \$20.00
Inquiries invited for fall

HELENIUM

COPPER SPRAY. One of the more prolific families now boasts this very desirable addition. Huge sprays of copper colored flowers borne on weather resistant plants about 30" tall.

Per 10, \$2.50; Per 100, \$20.00

HELIOPSIS

SCABRA PATULA. One of the best cut flowers in existence. Very easy to grow and very hardy. Great golden yellow daisy-like flowers are produced in great abundance throughout the entire summer. When cut they last for weeks.

Per 10, \$2.75; Per 100, \$22.50

INCOMPARABILIS SUMMER GOLD. A greatly improved form which should do much to increase the popularity of this easily grown plant. During July and August, when cut-flower material is not plentiful, it produces large, almost double flowers of rich golden color, on strong branching stems.

Per 10, \$3.00; Per 100, \$25.00

HEUCHERA

PERRY'S WHITE. Pure white, silvery foliage, low growing variety. Beautiful member of a valuable family.

Per 10, \$3.00; Per 100, \$25.00

RAIN OF FIRE. Compact growing variety, producing bright red flowers. Due to its desirability this variety is one of the outstanding good reds.

POTS—Per 10, \$2.50; Per 100, \$20.00

SCARLET PIMPERNEL. This new Dutch import is without a doubt the most striking Heuchera we have ever seen. The flowers are bright scarlet on medium tall stems. Quantities are extremely limited.

POTS—Per 10, \$6.00; Per 100, \$45.00

Hemerocallis

REMEMBER! THIS LIST SELLS ONLY A WHOLE PLANT — ONE
THAT MAKES ITS DISPLAY IN THE FIRST SEASON YOU HAVE IT

You have, consequently, a profit opportunity within a few weeks after you purchase your plants. You do not have to wait until a finely cut division matures in your planting. This is guaranteed, and you are unconditionally the final judge of the quality you receive.

	Per 10	Per 100
AUGUST PIONEER. Chrome yellow, flushed red	\$3.00	\$25.00
DR. REGAL. Rich coppery orange flowers on a low compact plant	2.50	20.00
J. A. CRAWFORD. Large apricot yellow	2.50	20.00
FLORE PLENO. Double bronze-gold, July, 4 feet	2.00	15.00
MARGARET PERRY. One of the best. Scarlet-orange, June	2.00	15.00
OPHIR. Tall large flowered golden yellow	2.50	20.00
RAJAH. Velvety red with maroon eye	3.00	25.00
THERON. Dark red with yellow throat	3.00	25.00

NEW HIBISCUS

MARTIN'S GIANT HYBRIDS

For as many years as we have been searching for new things, we have had a yen to find the best Hybrid Hibiscus there could possibly be and have it bear our firm name. We have it now. This selection is without peer anywhere. Flowers 6 to 12 inches across, every Hibiscus color is represented in the candy-stick color range. It grows to 3-4 feet, foliage is deep green and paddle size. Habits are all clean and disease resistant. This is one of the finest of plants and makes the riot of the tropics available to every gardener.

Per 10, \$3.50; Per 100, \$30.00

IBERIS

HARDY CANDYTUFT

A report from Chicago states that 6 full weeks of bloom still found Snow Mantle in excellent condition.

SNOWMANTLE. (New) The same identical bloom as the popular Iberis Purity. The plant however is much faster growing and a relatively large clump is produced in a year's time. If vigor is your aim, this is it.

POTS—Per 10, \$2.75; Per 100, \$18.00

F.G.—Per 10, \$3.00; Per 100, 25.00

SEMPERVIRENS. Very dwarf, covered with a sheet of white. Perfectly hardy. Height 6 to 8 inches.

Per 10, \$2.25; Per 100, \$18.00

ALEXANDER'S EARLY. Very compact, dense and fast growing. This newcomer blooms a week to ten days before the other Iberis, and is a valuable addition because of this trait. It is also a plant that will tolerate poor, dry conditions and perform well.

POTS—Per 10, \$3.00; Per 100, \$25.00

PURITY. One of the best recent perennial introductions. Extra large, very clean white blooms smother lustrous forest green foliage. This Iberis is a slow-growing type that stays nice and compact. After several years as an edging it is only twelve to fifteen inches wide with no hollow centers. One of the best for a permanent effect.

Per 10, \$3.00; Per 100, \$25.00

POTS—Per 10, \$2.50; Per 100, \$20.00

IRIS KAEMPFERI

ORCHID IRIS

FASCINATION. A lovely medium tall variety that blooms mauve-pink with white veins. After a few days the flowers become clear pink to white.

Per 10, \$3.00; Per 100, \$25.00

MIXED. We have a selection that contains about twenty varieties grouped in this mixture. Lovely for pool side plantings.

Per 10, \$2.25; Per 100, \$18.00

KOKO-NO-IRO. (Purple and Gold). Enormous double flowers. Rich violet-purple with white petaloides tipped violet.

Per 10, \$3.00; Per 100, \$25.00

GOLD BOUND. A fine double pure white, enriched by a creamy glow from the gold banded center.

Per 10, \$3.00; Per 100, \$25.00

IRIS SIBERICA

CAESAR'S BROTHER. One of the newer varieties that is an intense deep, dark, blue. There is no more outstanding color in any flower grown.

Per 10, \$2.25; Per 100, \$18.00

KINGFISHER BLUE. Grows to a height of 54". A fine, large bright blue on four and one-half feet stems.

Per 10, \$2.00; Per 100, \$15.00

LADY NORTHCLIFFE. A stylish-looking rich deep-bright violet, with a beautifully veined white throat. Height 38 inches.

Per 10, \$2.00; Per 100, \$15.00

LAVENDULA

VERA. The true old fashioned lavender with the very delightful fragrance. Its gray-green foliage is an asset in the border; and dried, can be used to make perfumed sachets.

Per 10, \$2.50; Per 100, \$20.00

LUPINES

An excellent strain of Lupines produced in strict sanitary conditions to assure clean, healthy stock, sure to bloom for you. We have the following separate color as well as a mixture. Deep violet, blue, carmine, red, and salmon.

POTS—Per 10, \$2.00; Per 100, \$15.00

Per 1000, \$135.00

F.G. Mixed Only—Per 10, \$2.75; Per 100, \$22.50

Looking for
Something
Different?

Everyone is these days. The best stimulant for any business is the addition of the new race or unusual. Your standard line of beautiful and attractive merchandise sometimes gets overlooked if you can't draw customer interest with something a little bit extraordinary.

Did You Notice These New Items?

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**DON'T overlook these
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All the items in this selected list of plant material, have the unique quality of being ideally suited for container growing. They are certain to give your display that extra punch so necessary in todays merchandising. We like to think they give you

Extra Selling Power

WHOLESALE ORDER SHEET

THE JOSEPH F. MARTIN CO., INC.

PAINESVILLE, OHIO

Company Name _____

Proprietor's Name _____

Street, P. O. Box or R.D. _____

Post Office _____ State _____

Express Office if different from Post Office _____

WHEN WANTED _____ AMOUNT ENCLOSED \$ _____

[illegible]

CASH WITH ORDER DISCOUNT — 2% on ORDERS \$10.00 and up
IF PARCEL POST IS SPECIFIED PLEASE ADD 15%

We are pleased to submit to the trade a thoroughly tested and approved group of hardy mums. Traditionally the field grown mum has been one of the most foolproof, disease free, economical means of obtaining stock. You may compare our list with any in the country and find that only the best and newest varieties are included.

Many of our friends prefer rooted cuttings for stocking their mum needs. Because we intend to give the ultimate in service always, we have installed a completely up-to-date scientific, production facility which we will be pleased to show you at any time. Our lights are used all winter long without skimping to insure plants in top growing condition.

As specialists of many years standing in the hardy mum field, there is no one who recognizes the fact that it is confusing to make selections from the many new varieties that appear periodically. We grow about 1,000 named varieties a year in addition to many seedlings and testing varieties. In order to eliminate much of this confusion we have analyzed the existing varieties and grouped them into categories that are most requested by our customers.

We have then taken this group and picked what we consider to be the tops in color and form to make a collection. If you order in collection, you will take advantage of the efficient savings we make in production through the use of this method. The collection prices as listed are a full 5-10% reduction from the very nominal catalog price.

Please refer to the body of the Chrysanthemum section for complete descriptions of all varieties used in these collections.

BUY THE COLLECTION AND SAVE

No less than 25 of a variety

SPACE AGE MUMS

Ak-Sar-Ben. buff
Ad Astra. dusty rose
Apogee. deep purple
Mesa. apricot-pink
Mustang. orange-red
Starfall. bronze-red

25 of each
150 plants \$21.50
Save \$2.50

POMPS & BUTTONS

Bright forecast. yellow
Chocolate drop. maroon
Don Powell. bronze-red
Edna Rowley. pink
Rustic. Golden bronze
Smiles. yellow

25 of each
150 plants \$9.50
Save \$1.00

GIANT FOOTBALL MUMS

Accolade. silvery pink
Araby. deep red
Bronze Giant. bronze
Gazelle. white
Illinois. bright yellow
Ruby Breithaupt. lemon cream
Ron Richford. orange

25 of each
175 plants \$12.50
Save \$1.50

LOW GROWING POT MUMS

Indian red. bright red
Bronze Gremlin. bronze
Kindle. vermillion
Kansas. white & yellow
Martin's white. white
Sparkling. silver rose
Yellow avalanche. yellow

25 of each
175 plants \$11.00
Save \$1.25

CUSHION MUMS

Adorable. peach-pink
Bronze Queen. bronze
Corsage Cushion. blush white
Dan Foley. brick red
Golden Fantasy. gold
Joyous. rose-pink
Lipstick. red
Lemon drop. yellow
Raggedy Ann. white
Ruby Mound. deep red

25 of each
250 plants \$14.50
Save \$2.50

SPOON MUMS

Adorable spoon. salmon pink
Loveliness spoon. deep rose
Peach spoon. peach
Remember me. turkey red
Radiant. white
Volcano. crimson
Yellow spoon. yellow

25 of each
175 plants \$9.50
Save \$1.00

GARDEN & CUT MUMS

Flaming pillar. scarlet
Kings Ransom. gold
Lawrence Blaney. brick red
Prarie Sunshine. bright yellow
Royalist. crimson
Spartan. white
Tonka. yellow
Campaigner. bright buff

25 of each
20 plants \$12.50
Save \$1.50

Please send the following collections:

Quantity	Price
_____ Space Age Mums	_____
_____ Giant Football Mums . .	_____
_____ Cushion Mums	_____
_____ Spoon Mums	_____
_____ Pomp & Button Mums . .	_____
_____ Low Growing Pot Mums	_____
_____ Garden & Cut Mums . .	_____

THE JOSEPH F. MARTIN CO., INC., PAINESVILLE, OHIO

Handy Order Blank

Discount 2% For Cash With Order

Ship To _____ Street _____ City _____ State _____	Via _____ Date _____ Preferred Delivery Date _____
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PRICE EXPLANATION

Varieties marked **r. c.** are supplied as **rooted cuttings** only. Minimum order 25 of a variety.

All other varieties are supplied as entire field clumps. When the field grown price line is followed by a capital letter this variety is available also in rooted cuttings. This letter is your price key for rooted cuttings as follows:

A-Per 100, \$20.00; B-Per 100, \$8.00; C-Per 100, \$7.00; D-Per 100, \$6.00

Minimum order 25 cuttings of a variety.

Pot Plants available @ .07 ea. additional.

Please indicate if substitution of a similar variety is permissible. ☐ Yes ☐ No

General terms as outlined on page 3 apply to all orders.

Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.	Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.	Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.	Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.
MARTIN MUMS				MARDI GRAS r. c. per 25 \$7.50			CRUSADER 10 \$3.00 100 \$25.00			HOLIDAY 10 \$2.25 100 \$18.00	
	FLUFF r. c. per 25 \$5.00			PINK CHERUB r. c. per 25 \$7.50			CORTISS RICE 10 \$4.00 100 \$35.00			HUNTSMAN 10 \$3.00 100 \$25.00	
	GRAPE FLUFF r. c. per 25 \$5.00		STANDARDS				DARK KNIGHT 10 \$3.00 100 \$25.00			ILLINOIS r. c. per 100 \$8.00	
SPACE AGE MUMS				ACCOLADE r. c. per 100 \$8.00			DOREEN MONTE 10 \$2.50 100 \$20.00			KING'S RANSOM 10 \$3.00 100 \$25.00-C	
	AD ASTRA r. c. per 25 \$5.00			ALBAFLORA 10 \$3.00 100 \$25.00			EVELYN GARREN 10 \$2.25 100 \$18.00			LAVENDER BEACON 10 \$3.00 100 \$25.00	
	AK-SAR-BEN r. c. per 100 \$12.00			AK-SAR-BEN r. c. per 100 \$12.00			FIRELIGHT 10 \$3.00 100 \$25.00			LAVENDER BUTTON 10 \$3.50 100 \$30.00	
	APOGEE r. c. per 25 \$5.00			APACHE 10 \$2.50 100 \$20.00			FLAMING PILLAR 10 \$3.50 100 \$30.00-C			LAWRENCE BLANEY 10 \$3.00 100 \$25.00-C	
	MESA r. c. per 100 \$12.00			ARABY 10 \$3.00 100 \$25.00			FRED STONE 10 \$3.00 100 \$25.00			LESHARA 10 \$2.50 100 \$20.00	
	MUSTANG r. c. per 100 \$12.00			BETH RUSSELL 10 \$2.50 100 \$20.00			GAZELLE r. c. per 100 \$8.00			LILAC LAVENDER 10 \$3.00 100 \$25.00	
	STARFALL r. c. per 25 \$5.00			BRIGHT FORECAST r. c. per 100 \$7.00			GARLAND POWELL 10 \$2.50 100 \$20.00			MELROSE 10 \$3.50 100 \$30.00	
AAMS				BRONZE GIANT r. c. per 100 \$8.00			GREGORY 10 \$2.50 100 \$20.00			MICHAEL 10 \$4.00 100 \$35.00	
REFER TO PAGE 18 FOR PRICE SCHED.				CAMPAIGNER 10 \$3.50 100 \$30.00-C			GREEN GODDESS 10 \$3.00 100 \$25.00			MICHIGAN 10 \$3.50 100 \$30.00	
	APRICOT SHEEN r. c. per 25 \$7.50			CANDLEGLOW 10 \$4.00 100 \$35.00			HADLEY 10 \$3.00 100 \$25.00			MIKADO 10 \$3.50 100 \$30.00	
	BINGO r. c. per 25 \$7.50			CARNIVAL 10 \$2.50 100 \$20.00			HELEN BOGUE 10 \$3.00 100 \$25.00			MONTEREY 10 \$3.50 100 \$30.00	
	HER MAJESTY r. c. per 25 \$7.50			CHOCOLATE DROP 10 \$3.00 100 \$25.00-C			HERO'S JEAN GUIZZONIER 10 \$3.00 100 \$25.00			MYRTLE WALGREEN 10 \$2.25 100 \$18.00	
	HEADLINER r. c. per 25 \$7.50			CRYSTAL 10 \$3.50 100 \$30.00			HIS LORDSHIP 10 \$3.00 100 \$25.00			NEIL ACKERSON 10 \$3.00 100 \$25.00	
TOTAL COLUMN 1			TOTAL COLUMN 2			TOTAL COLUMN 3			TOTAL COLUMN 4		

Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.	Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.	Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.	Qty.	25 of ea. at 100 rate 5 of ea. at 10 rate	Amt.
	NEW FIREBIRD 10 \$3.50 100 \$30.00			BLANCHE LITWILLER 10 \$3.00 100 \$25.00			LEMON DROP r. c. per 100 \$6.00			IVORY 10 \$3.00 100 \$25.00	
	NOBILITY 10 \$4.00 100 \$35.00			BRONZE GREMLIN 10 \$3.00 100 \$25.00-B			LIPSTICK r. c. per 100 \$6.00			JESSAMINE WILLIAMS 10 \$3.00 100 \$25.00	
	NOLIA GOTCHELL 10 \$3.00 100 \$25.00			BRONZE QUEEN r. c. per 100 \$8.00			MAPLE MANTLE 10 \$3.50 100 \$30.00			LOVELINESS 10 \$3.00 100 \$25.00-D	
	PRARIE MOON 10 \$3.00 100 \$25.00			BUFFALO 10 \$3.50 100 \$30.00			MARTIN'S WHITE r. c. per 100 \$7.00			MOONLIGHT 10 \$3.50 100 \$30.00	
	PRARIE SUNSHINE r. c. per 100 \$7.00			COPPER N' GOLD 10 \$3.50 100 \$30.00			MIDGET GOLD 10 \$2.50 100 \$20.00			PURPLE SPOON 10 \$3.00 100 \$25.00	
	PRINCESS 10 \$3.00 100 \$25.00			CORSAGE CUSHION r. c. per 100 \$6.00			PINK FANTASY 10 \$3.00 100 \$25.00			RADIANT 10 \$3.50 100 \$30.00-D	
	PURPLE HEART 10 \$3.00 100 \$25.00			DAN FOLEY 10 \$3.50 100 \$30.00-D			PINK SPOON CUSHION 10 \$3.00 100 \$25.00			PEACH r. c. per 100 \$6.00	
	PURPLE DOME 10 \$4.00 100 \$35.00			DON POWELL r. c. per 100 \$7.00			PURPLE DUSK 10 \$4.00 100 \$35.00			RED SPOON 10 \$3.00 100 \$25.00	
	REDCOAT 10 \$2.50 100 \$20.00			EDNA ROWLEY 10 \$3.50 100 \$30.00-C			RAGGEDY ANN r. c. per 100 \$6.00			REMEMBER ME r. c. per 100 \$6.00	
	RON RICHFORD r. c. per 100 \$8.00			FLAME 10 \$3.00 100 \$25.00			RUBESCENT CUSHION 10 \$3.00 100 \$25.00			VOLCANO 10 \$4.00 100 \$35.00-D	
	ROYALIST 10 \$3.00 100 \$25.00			FUSCHIA FAIRY 10 \$2.25 100 \$18.00			RUBY MOUND r. c. per 100 \$8.00			YELLOW SPOON r. c. per 100 \$6.00	
	RUBY BREITHAUP 10 \$3.00 100 \$25.00-B			GLEAM 10 \$4.50 100 \$40.00			SMILES 10 \$3.00 100 \$25.00-D			TOTAL COLUMN 8	
	SHOW GIRL 10 \$3.00 100 \$25.00			GOLD PILLOW 10 \$4.00 100 \$35.00			SOME PUMPKINS 10 \$3.00 100 \$25.00			TO TOTAL COLUMNS COL. 1 \$ _____ COL. 2 \$ _____ COL. 3 \$ _____ COL. 4 \$ _____ COL. 5 \$ _____ COL. 6 \$ _____ COL. 7 \$ _____ COL. 8 \$ _____ Collections _____ TOTAL \$ _____ Less 2% for cash over \$10.00 _____ Postage 15% _____ Net _____	
	SNOW MANTLE 10 \$3.00 100 \$25.00			GOLDEN FANTASY 10 \$3.00 100 \$25.00-D			SPARKLING 10 \$3.50 100 \$30.00-D				
	SPARTAN 10 \$3.00 100 \$25.00-C			GOLD RIBBON 10 \$2.25 100 \$18.00			TAFFY 10 \$3.00 100 \$25.00				
	STUART OGG 10 \$3.00 100 \$25.00			GOLDFLAME 10 \$3.50 100 \$30.00			TINY RUBIES 10 \$3.00 100 \$25.00				
	SUNDANCE 10 \$2.50 100 \$20.00			INDIAN RED r. c. per 100 \$7.00			TONKA 10 \$3.00 100 \$25.00-C				
	SUNBURST 10 \$3.00 100 \$25.00			JEWELITE 10 \$3.00 100 \$25.00			WHIMSICAL CUSHION 10 \$3.00 100 \$25.00				
	SUDAN 10 \$3.50 100 \$30.00			JOYOUS 10 \$2.50 100 \$20.00-D			VIV CUSHION 10 \$3.00 100 \$25.00				
	WISP 10 \$3.50 100 \$30.00			JUDY 10 \$3.00 100 \$25.00			SPOONS				
	YELLOW FLORENCE			KANSAS r. c. per 100 \$7.00			ADORABLE r. c. per 100 \$6.00				
	NIGHTINGALE 10 \$2.25 100 \$18.00			KINDLE 10 \$3.50 100 \$30.00-C			GLOW 10 \$3.50 100 \$30.00				
	CUSHIONS			LARRY 10 \$3.00 100 \$25.00			TOTAL COLUMN 7				
	ADORABLE r. c. per 100 \$6.00			TOTAL COLUMN 6							
	ANN LADYGO 10 \$3.00 100 \$25.00										
	TOTAL COLUMN 5										

NOTICE: Packing is charged at actual cost or less of materials and labor involved.

SPECIAL NOTICE: Where Parcel Post is preferred method of shipment, please include 15% of value for postage & handling. Special Handling is highly recommended. Please include enough for this service if desired.

NOTICE: The right materials and conscientious packers are doing a superlative job in the transfer of the carefully nurtured hardy plants grown in our nurseries. In the event of any bad arrival, **CONTACT THE CARRIER AT ONCE, OBTAIN BAD ORDER REPORT AND FILE CLAIM**, and notify us with the delivery dates and other pertinent data within 10 days.

"THE JOSEPH F. MARTIN CO., INC. warrants to the extent of the purchase price that nursery stock sold is true-to-name and as described within recognized tolerances. Seller gives no other further warranty, express or implied, and will under no circumstances be liable for more than the invoice value at the time of purchase.

LIATRIS

BLAZING STAR OR GAYFEATHER

No florist who uses gladioli or other spike type flowers should be without *Liatris*. This is the perfect companion flower for summer bouquets or basket work. Buying several varieties will give you a long season of bloom, from early summer to late fall.

PYCNOSTACHYA. Does well in any kind of soil, poor or rich, moist or dry, producing richly colored purple flowers on stout stalks. First rate cut flower.

Per 10, \$2.50; Per 100, \$20.00

KOBALT HYBRID. A new one and just about the finest there is. Low growing, similar in flowering characteristics to the *Scabiosa* types, but produces much more liberally. The color is the most intense deep blue in the family.

Per 10, \$2.25; Per 100, \$18.00

LYTHRUM

MORDEN'S GLEAM. Developed by our Canadian neighbors, this bright beauty is extra hardy. A continuous succession of bright carmine blooms (nearest to red of all *Lythrums*) appear from July to September. 3½ to 4 ft. tall, this item will be the brightest focal point of the summer border.

F.G.—Per 10, \$3.00; Per 100, \$25.00

MORDEN'S ROSE. Another new development boasting sturdy spikes 2-3 ft. tall with deep rose-pink blooms. Individual florets are larger than usual. June to August bloom.

F.G.—Per 10, \$3.00; Per 100, \$25.00

MONARDA OR BERGAMOT

OSWEGO TEA

DIDYMA CAMBRIDGE SCARLET. Brilliant crimson flowers are produced freely from June until August. A good plant for wild garden as well as border. 2½ feet.

Per 10, \$2.50; Per 100, \$20.00

DIDYMA HYBRIDA SUNSET. A great advance Color is a brilliant mahogany red. This quality, combined with the spicy fragrance, makes it both excellent for cutting and the border.

Per 10, \$2.50; Per 100, \$20.00

GRANITE PINK. A distinctive advance in color and form, this lovely new clear pink flower is borne on a plant whose complete hardiness is assured by its origination in the Granite State. Summer bloom on a 2 ft. plant.

Per 10, \$2.50; Per 100, \$20.00

MITCHELLA

REPENS. A dwarf plant with shiny oval leaves on creeping stems. White summer flowers are followed by bright red fruits known as *Twinberries*. An excellent subject for shady locations enriched with organic material.

POTS—Per 10, \$2.25; Per 100, \$18.00

HARDY PHLOX

	Per 10	Per 100
AFRICA. Brilliant carmine red with blood-red eye	\$2.25	\$18.00
MRS. WILLIAM JENKINS. Pure white, late flowering, medium height	2.25	18.00
PROGRESS. Blue with a white eye	2.25	18.00
SIR JOHN FALSTAFF. Enormous heads of glowing salmon pink	2.75	22.50
WHITE ADMIRAL. New, produces beautiful snow-mounds of pure white flowers on enormous heads. Excellent late blooms. 2½ feet.	2.50	20.00

PHLOX SUFFRUTICOSA

MISS LINGARD. Pearly white flower. Indispensable as a cut flower. The best early white Phlox known	F.G. 3.00	25.00
MISS VERBOOM. Lovely pink blooms on a plant identical to Miss Lingard	POTS 2.25	18.00
	3.00	25.00

PHLOX SPECIES

DIVARICATA. Large fragrant lavender flowers in April and May. Shade lover for woody naturalization	2.50	20.00
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OENOTHERA

ROSEA. New to our lists, this dwarf plant is excellent for foreground and low plantings. Attractive rose-pink blooms are produced all summer long.

POTS—Per 10, \$2.00; Per 100, \$15.00
Per 10, \$2.75; Per 100, \$22.50

YOUNGI. Produces numerous, bright lemon-yellow flowers on stems 24 inches tall from June to August. Strong stocky, large-leaved plants with shiny foliage.

Per 10, \$2.50; Per 100, \$20.00

PENSTEMON

BEARD-TONGUE

FIREBIRD. Cherry Glow or *Schonholzeri*. Individual florets are the size of *Digitalis*, and are carried prolifically and gracefully on stems 18 to 24 inches tall, vividly colored ruby crimson.

POTS—Per 10, \$2.25; Per 100, \$18.00

GARNET. Is nearly spreading in habit, and produces a succession of bloom from June until cut down by frost. Stems are 12-18" long, neatly populated by large rich garnet colored flowers.

POTS—Per 10, \$2.25; Per 100, \$18.00

INDIAN JEWELS. Glenn Viehmeyer's Indian Jewels captures the beauty and vigor of the native *Penstemon* combined with the good qualities of our garden varieties. A large color range includes shades of crimson, pink, and purple. Hardy and highly recommended.

POTS—Per 10, \$2.50; Per 100, \$20.00

PRAIRIE FIRE. A brand new introduction from Glenn Viehmeyer of the University of Nebraska. Bright orange-red bells grace flower spikes 15-18" tall. Very hardy, deep green, leather-like foliage, with a long all summer blooming season, makes it one of the finest new plants available.

POTS—Per 10, \$3.00; Per 100, \$25.00

PENSTEMON

ROSE ELF. A lovely clean, shell pink. Outstanding as a cut flower and exceptionally hardy in the garden. A good companion to the newer red shades.

Per 10, \$3.00; Per 100, \$25.00

PHLOX SUBULATA

MOSS PINKS

ATROPURPUREA. A distinct form of *Phlox subulata*, a very free bloomer; strong grower and of the color of *Phlox decussata*, B. Compté, with out strikingly and can be distinguished by its a slightly darker eye. When in bloom it stands deeper red from any other form of *Subulata*.

Per 10, \$2.50; Per 100, \$20.00

EMERALD CUSHION. A close compact foliage, even better in character than the *Vivid*. Extremely floriferous, it has the longest blooming season in the family. Florets of unusual size, color a pure, unbleached pink.

Per 10, \$2.50; Per 100, \$20.00

FAVORITE (Alexander). A pure rose in silver shade, greatly different, a standout in the block planting. It is new now, but a leader in sight sales from our assortment. You will like its vigorous nature.

Per 10, \$2.50; Per 100, \$20.00

INTENSITY. A very strong grower this newcomer has deep evergreen foliage and the color is a strong, intense cerise. Doesn't scorch and produces nice big clumps.

Per 10, \$3.00; Per 100, \$25.00

SCARLET FLAME. This brand new introduction from the New England States will assuredly be one of the favorites in this already extremely popular group. An exciting bright color as indicated by its name, it sells without a salesman.

POTS—Per 10, \$2.50; Per 100, \$18.00

WHITE DELIGHT. Largest white in existence today. Exceptionally large flower, on bright green foliage.

Per 10, \$2.75; Per 100, \$22.50

WILLIAM C. BUCK. This new one is hardy as a rock; with large flowers of the *Nivalis* type. Flowers are double the size of most creeping *Phlox*, lovely soft pink, and produced in abundance on stems 4-6" tall. Blooming about ten days later than other *Subulatas*, it extends the season greatly.

POTS—Per 10, \$3.00; Per 100, \$25.00

PHYSALIS

JAPANESE LANTERN

FRANCHETI. A big money maker that will yield more than any other outside crop. The fruits are becoming more popular each year for decorative purposes in the early fall and winter. The color of these lantern fruits is orange-vermillion and are ever-lasting after drying. Single plants produce as many as thirty lanterns that sell readily in any flower market.

Per 10, \$2.50; Per 100, \$20.00

PHYSOSTEGIA

FALSE DRAGONHEAD

GRANDIFLORA ROSY SPIRE. Grows from 18-24 inches with large heads of bright violet mauve flowers. Very desirable for cutting.

Per 10, \$2.00; Per 100, \$15.00

SUMMER SNOW. In all its characteristics, it resembles the medium tall Rosy Spire. Flowers are glistening pure white and admirably suited to cutting.

Per 10, \$2.00; Per 100, \$15.00

PLATYCODON

GRANDIFLORA BLUE. A showy perennial, eighteen inches tall. Blooms from June to October. Known as the balloon flower because of the shape of the buds, it is one of the best general purpose plants grown. Good for potting and canning.

Per 10, \$2.50; Per 100, \$20.00

POTENTILLA

AUREA VERNA. A large tight clump of attractive strawberry-like leaves about twelve inches in circumference produces multitudes of tiny bright yellow flowers throughout the summer. Brand new and a valuable addition for the border or rockery.

Per 10, \$3.00; Per 100, \$25.00

PRIMULA

POLYANTHUS PRIMROSE

PACIFIC STRAIN. These plants are grown from seed that is cross-pollinated and hybridized by hand under glass. The strain is extremely hardy and the flowers are larger than a silver dollar. Grown in 2 1/4" peat pots, there is no danger of loss when transferring them to the beds. These plants kept in an active condition will make large clumps suitable for potting and forcing in five or six inch pots by the fall. Available in the following colors: Scarlet & Bright Red, Rose Shades, Pink Shades, Yellow & Bronze Shades, Blue Shades, White, and Mixed.

POTS—Per 10, \$2.50; Per 100, \$18.00

GIANT BOUQUET. A new, magnificent development. Flowers are often individually more than 2 inches across. They produce in great numbers and display an immense variety of coloring from white, cream, yellow, scarlet, purple, crimson. Strong stemmed, they are fine for cutting and the border.

POTS—Per 10, \$2.00; Per 100, \$15.00
Per 1000, \$135.00

ROSEMARY

Grandmother's Old Favorite Aromatic Herb, decorative in the garden, it is also becoming an essential plant in the newly popular kitchen herb gardens. Flowers a celestial blue, borne on plants about 2 foot tall.

Per 10, \$3.00; Per 100, \$25.00

RUDBECKIA

GOLDEN GLOBE. New. A truly outstanding form. Flowers a perfect globe, 3" in diameter, borne in profusion on stems 20-30" tall. Foliage is a miniature of the rugged Golden Glow. Thoroughly tested for hardiness and public appeal.

Per 10, \$2.00; Per 100, \$15.00

PURPUREA. Striking reddish-purple flowers with a very high, large brown cone-shaped center, on 2 to 3 feet stems. July to October. A splendid plant for the border.

Per 10, \$2.50; Per 100, \$20.00

SANTOLINA

VIRIDIS. An attractive shrubby plant especially suited for work on sunny, dry borders. Foliage is bright green and sweetly scented. Grows to a height of one foot and produces white flowers.

POTS—Per 10, \$2.50; Per 100, \$18.00

INCANA. A dwarf, grey foliated half-shrubby perennial, close habit, narrow leaves covered with soft, white, down. It is beautiful in edgings, borders etc. A very novel item.

POTS—Per 10, \$2.50; Per 100, \$18.00

SCABIOSA

CAUC. ISAAC HOUSE HYBS. A fine mixture of extra large flowered blue shades. Loaded with flowers from June until September on an 18" to 24" plant

Per 10, \$3.00; Per 100, \$25.00

CAUCASICA ALBA. A white form of the preceding.

Per 10, \$3.00; Per 100, \$25.00

SEDUM

KAMTSCHATICUM. Orange-yellow flowers, with prostrate, green foliage turning golden in autumn.

Per 10, \$2.00; Per 100, \$15.00

SPECTABILE. Erect growing mass of rose colored flower heads 18 inches high. August and September.

Per 10, \$2.00; Per 100, \$15.00

SPECTABILE BRILLIANT. Erect growing mass of red colored flower heads 18 inches high. August and September.

Per 10, \$2.25; Per 100, \$18.00

SPECTABILIS METEOR. Bright and showy carmine-red flower heads grace the most brilliant introduction in this category to date. Soft gray-green foliage, Aug. and Sept. bloom.

Per 10, \$3.00; Per 100, \$25.00

SPECTABILE VARIEGATED. A very striking combination of gold and green leaves on a ten to twelve inch plant. Summer bloom of rose pink is also highly attractive.

Per 10, \$3.50; Per 100, \$30.00

SPURIUM COCCINEUM. Flowers rosy crimson. 6 inches. July and August. Very good.

Per 10, \$2.25; Per 100, \$15.00

SPURIUM DRAGON'S BLOOD. Outstanding for the rock garden and dry wall. Foliage deep reddish bronze, with blood red flowers June thru October.

Per 10, \$2.25; Per 100, \$18.00

SPIREA

GOAT'S BEARD; MEADOW SWEET

FILIPENDULA FL. PL. (Dropwort). Numerous corymbs of white flowers on stems 15 inches high. June and July; pretty fern-like foliage.

Per 10, \$2.75; Per 100, \$22.50

STATICE

LATIFOLIA. (See Lavender.) The fine purplish blue flowers are very attractive when used as a filler in medium sized vases. These plants produce an abundance of flowers during the months of July and August. If cut and dried they can be kept for a long time in good condition. Also a valuable plant for the border or rockery.

Per 10, \$2.50; Per 100, \$20.00

STOKESIA

CORNFLOWER ASTER

BLUE DANUBE. (Super Blue). New and a wonderful advance in this family. Growth is stronger, flowers more profuse, and color brighter than anything we have seen in Stokesia. Supply is extremely limited.

Per 10, \$2.50; Per 100, \$20.00

SILVER MOON. A new improved white Stokesia. Delicate pink tinges running through a gracefully feathered flower of especially generous size.

Per 10, \$2.75; Per 100, \$22.50

THALICTRUM

MEADOW RUE

GLAUCUM. Fine cut glaucous foliage. Brown-yellow flowers in June. 3 feet.

Per 10, \$2.25; Per 100, \$18.00

THERMOPSIS

CAROLINIANA. A lovely lupine-like plant with rich green foliage, growing about two feet high. In June and July, yellow pea-like flowers are produced in racemes six to twelve inches long. The general appearance is that of a yellow lupine.

Per 10, \$2.75; Per 100, \$22.50

THYMUS

THYME

LANUGINOSUS. (Woolly Leaved). A species of Thyme with small, roundish leaves and rosy lilac flowers. It is a desirable plant for edgings or in rock work.

Per 10, \$2.25; Per 100, \$18.00

SERPILLUM COCCINEUM. A serpyllum with dark red flowers. All serpyllum clan are among the best plants to plant between stepping stones.

Per 10, \$2.25; Per 100, \$18.00

SERPILLUM ROSEUM. A rose pink form of the above.

Per 10, \$2.25; Per 100, \$18.00

SERPILLUM ALBUM. A white form of the above.

Per 10, \$2.50; Per 100, \$20.00

TRADESCANTIA

SPIDERWORT

BLUE STONE. One of the prettiest. Glistening light blue flowers in profusion.

Per 10, \$2.00; Per 100, \$15.00

LENORE. The very fine flowers are a deep rich glowing violet.

Per 10, \$2.00; Per 100, \$15.00

JAMES STRATTON. A variety with large flowers 2½ inches from tip to tip, in color deep delphinium mauve, slightly shaded with rose.

Per 10, \$2.00; Per 100, \$15.00

PURPLE DOME. Vividly brilliant purple flowers which sparkle with life in sunlight. Fine grower and it flowers freely. Considered the most spectacular one of the entire collection.

Per 10, \$2.00; Per 100, \$15.00

VIOLET ODORATA

ROSINA. Producing not only in spring but again deliciously fragrant and of a charming combination of pink and old rose shades. The fragrance probably is the most outstanding feature of this Viola. It is quite resistant to either sun, or dry weather conditions.

POTS—Per 10, \$3.00; Per 100, \$25.00

DOUBLE RUSSIAN. A perfectly hardy variety, producing heavy, double, sweetly scented blue flowers in abundance. Grows well in shady locations. For many years this Violet has been very scarce. Only recently were we able to propagate good quantities. We are very glad to offer same to you this year.

POTS—Per 10, \$3.00; Per 100, \$25.00

WHITE WONDER. (Var. The Czar). Large, single, pure white, with faint blue and yellow tinting. Very fragrant.

Per 10, \$2.25; Per 100, \$18.00

PRINCE OF WALES. Single, sweet-scented, rich, deep purple flowers. Valuable for greenhouse forcing as well as outdoor planting.

Per 10, \$2.25; Per 100, \$18.00



VERONICA LONGIFOLIA SUBSEISSILIS

3 NEW VERONICA SPICATA

ENGLISH IMPORT

These plants are noted for their compact growth habits as well as their complete vigor and ability to produce an abundance of bloom. Dainty flower spikes, appearing from late June through August, lend a cool effect to the landscape, even during the hottest season.

BARCAROLE. Deep rose pink flower, spikes 10 in.

MINUET. Blush pink with silvery foliage, 12 in.

PAVANNE. Clear pink, crisp dark foliage, 18 in.

Per 10, \$2.50; Per 100, \$20.00

VERONICA

BLUE PETER. The flower spikes are of deepest navy on stiff stems about 15 to 18 inches tall. This variety will replace Blue Spire as soon as it is better known because of its better color and far superior habit of growth and floriferousness. A heavy bloomer and of easy culture.

Per 10, \$2.50; Per 100, \$20.00

ICICLE. All the sturdy robustness of longifolia subseissilis with long white icicles of bloom. Outstanding in the garden and nice for cutting.

Per 10, \$3.00; Per 100, \$25.00

INCANA. Deep blue flowers contrast with silver-gray foliage on compact neat growing plants. In or out of bloom it makes a delightful edging, only six inches tall, or a valuable border plant.

Per 10, \$2.25; Per 100, \$18.00

LONGIFOLIA SUBSEISSILIS. 2 feet. July to September. One of the handsomest blue-flowering plants. Perfectly hardy and increases in strength and beauty each year. Spikes completely studded with beautiful blue flowers; fine for cutting and one of the best for the hardy border.

POTS—Per 10, \$2.25; Per 100, \$18.00

F.G.—Per 10, \$3.00; Per 100, \$25.00

PINK SPIRE. Without question the best tall truly pink Veronica. The habit of growth is not unlike Veronica longifolia sub., very neat, compact, and self-contained. The flower spikes are long and striking with a lovely soft pink color high-lighted by red anthers. This is valuable also because it responds well to pot and can culture for producing specimens for sale in bloom. Certainly one of the nicest new perennials in a long time.

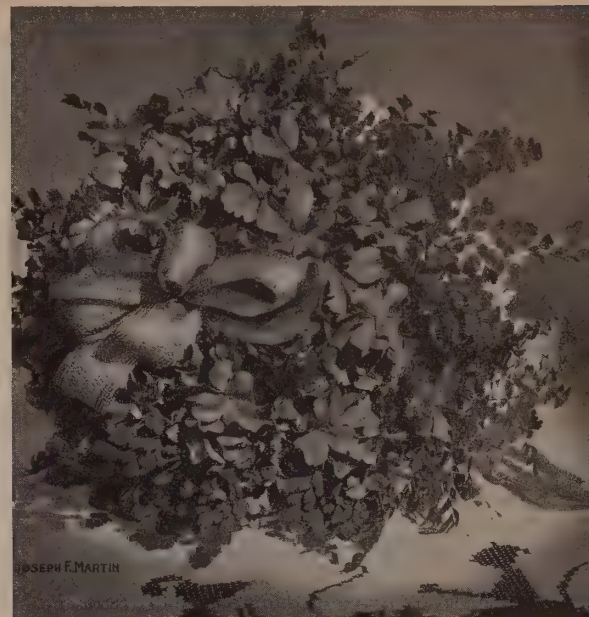
Per 10, \$3.50; Per 100, \$30.00

POTS—Per 10, \$2.50; Per 100, \$20.00

VERBENA

CANADENSIS ROSEA. A low creeping plant that blooms continuously all summer. The flowers are a beautiful rose and give off a fragrance that is most pleasing. Ideal for edging and specimen work, and adds the mark of a master when used in floral design.

Per 10, \$3.00; Per 100, \$25.00



VIOLA CATHERINE SHARP

VIOLA

CATHERINE SHARP. Now you are able to give your customer a really hardy pansy in a deep velvet blue that will survive even the coldest winter weather. As long as you pick the blooms, it will keep blooming from early spring until the snow flies. In the greenhouse it can be used as a forcing plant and will bloom almost continuously all winter long.

Per 10, \$2.50; Per 100, \$20.00

POTS—Per 10, \$2.00; Per 100, \$15.00

TEXTURES

The term "texture" is an elusive thing at best, but it is a highly important note in the planning of a home design. It is the reason a builder will use hand-split cedar shakes at a cost of \$1000.00 more per house when asphalt shingles would keep the water out as well. An architect will call for an unusual brick or stone that will achieve a texture he desires and thereby lend meaning to his design. In your plans for ground covers keep "texture" in mind. Look at the pictures of the 4 ivies pictured on page 6 and see if you can get the impression of "texture" and how you can adapt this principle to your landscape design. Many times the application of this idea can be "the difference" that will put your work more in demand than the next fellow's. Try all three of these items for an added boost to your landscape presentation.

Hardy Chrysanthemums

The Best List of Garden Mums in the U. S.

FIELD GROWN

The prices following the descriptions are for fully developed field grown mum plants, shipped without tops, except as listed below.

ROOTED CUTTINGS

Those varieties which are marked "r.c." are supplied as rooted cuttings only. You will note that immediately following the price line which designates the field grown clump price, there is on some varieties a capital letter. This letter is your price key for rooted cuttings as follows:

A—Per 100, \$20.00; B—Per 100, \$8.00
C—Per 100, \$ 7.00; D—Per 100, \$6.00
Minimum order 25 cuttings of a variety

1961 MARTIN MUMS

FLUFF. After tests in all parts of the country, this white cushion is proclaimed one of the finest in the hardy mum field. In the normally hard to please northwest sections including Colorado and Idaho, it was rated absolutely tops. The early September bloom coupled with the ability to hold its good clear white color without fading or turning blue, is principally responsible for its vast acceptance. A true cushion form, being a perfect mound of white bloom, fourteen inches tall and eighteen inches across. An exceptionally fine and vigorous root system assures easy handling of field grown plants as well as insuring the hardiness. In our opinion the finest white cushion mum on the market today.

R. C. — Per 25, \$5.00

SPACE AGE MUMS

The Joseph F. Martin Co. is pleased to announce that it has available a limited quantity of the new Chrysanthemums developed by the University of Nebraska through the efforts of Professor Glenn Viehmeyer. Due to a stock shortage we must omit the varieties Asteroid and Astronaut from the collection. We are also including three of the Space Age Mums, Ak-Sar-Ben, Mesa, and Mustang, introduced over the last two years. Rather than change the format, as the University of Nebraska had it, we are re-printing the release exactly as we received the most recent one below.

Announcement of Release

The University of Nebraska announces the release of five new varieties of chrysanthemums for increase and sale by commercial growers.

These new clones, which have been designated as the SPACE AGE MUMS, are the result of fifteen years of hybridization which has combined the hardiness and earliness of small flowered garden mums with the size and flower quality of the large flowered quills and spoons that are adapted to the short seasons and erratic weather of the Great Plains. In addition to the quilled and spooned flowers forms the SPACE AGE MUMS offer a whole new range of "decorator colors" soft roses, tans, bieges and their unusual tints and tones. These soft colors are compatible with modern decor making the SPACE AGE MUMS excellent material for arranging.

The releases are described below.

NP 1074, AD ASTRA. (Pronounced as it is spelled, means "To the Stars") The 25" tall plant is strong and upright with 5-7" flowers borne singly on strong stems suitable for cutting. This variety withstands wind and rain well. The foliage is dark grey-green and quite disease resistant. The quilled petals of the heads stand out distinctly giving the flower a 'starry' appearance. The color is deep dusty-rose. An excellent variety for cutting, Ad Astra is also good in the border. The season of bloom late August until hard frost.

r. c. Per 25 \$5.00

AK-SAR-BEN. (Uni. of Nebr. - Glenn Viehmeyer) The first in a new and unique series of early blooming quill or "Spider" mums for the garden. The fully double stiff textured quilled flowers are 3½ to 5 inches across and are borne singly or in loose clusters on strong stiff stems. The color, as described by Mr. Viehmeyer, is a decorator color which goes well in arrangements with many colors, being a suntan shade overlaid with rose. Strong 30" plants bear their blooms from late August until killing freezes. A truly hardy, early blooming "Rayonante" type mum has been much desired and thus this variety, the first in that category, is sure to be popular.

r. c. Per 100 \$12.00

GRAPE FLUFF. Another true cushion type that is characterized by a complete mound of brilliant non-fading grape colored blooms. This variety has a tremendous root system and also has the ability to produce quantities of cuttings in the greenhouse. Late September finds this fifteen inch plant in full flower, and the end of the mum season finds it still bright. This one contains the hardy attributes of its counterpart, Fluff, as well as being an ideal color companion.

R. C. — Per 25, \$5.00

NP 1073 APOGEE. (A-po'-je; The most distant point of a satellite's orbit.) A very strong grower, making a mound of vegetation 24" tall and 30" across. The plant withstands wind and rain well, the foliage is grey-green and dense. Flowers range from 3-5" in diameter, and fully double and quilled. The color is a rich lavender-purple. The season of bloom from mid-September until hard freezes.

r. c. Per 25 \$5.00

MESA. The first of a giant Atomic Age Daisy series from North Platte. Large 4½ to 6 in. duplex flowers have 6 to 8 overlapping ray flowers, that are curled at the ends. A deep yellowish pink that lasts well as a cut flower, and holds up under adverse weather conditions. Classed as a mid-August blooming type, it should be invaluable in all plantings of hardy mums.

r. c. Per 100 \$12.00

MUSTANG. New from Nebraska. A giant of a mum, 4 to 6 inches across without disbudding. Vital statistics include: Mid-August bloom; long and twisted ray flowers give a feathery effect; height 20 inches, width 24 inches; heavy, dark, disease resistant foliage; frost resistant flowers, color is strong orange washed with deeper reddish orange, bears flowers singly on 6-10 inch stems, ideal and long lasting as a cut flower. You'll get a real "kick" out of Mustang.

r. c. Per 100 \$12.00

NP 1075, STARFALL. (Star'-fall, a navigational term that anticipates the time when man crosses interplanetary space to land on another planet.) A strong, windfirm plant reaching a height of 30" and bearing its big red-bronze flowers on long stems. A good border plant and cutflower. The color is red overlaid tan with the spoons being brighter. The tannish outer quills and the bright red spoons giving a pleasing two-toned effect on fully open flowers. Season of bloom from late August until hard frost.

r. c. Per 25 \$5.00



To be sure that the material you receive is true, prize winning stock, a red, white and blue replica of the above emblem, naming the individual variety will be supplied with each plant. This attractive tag will also aid greatly in customer recognition of the variety.

1961 WINNERS

APRICOT SHEEN (pl. pat. appl. for). An interesting blend of pastel colors including peach, gold, and apricot. The flowers are cactus type, 2½ inches across and are firm and double. Blooms about Sept. 25 and is exceptionally long lasting and frost resistant.

BINGO (pl. pat. appl. for). An intense, deep, rich red. Flowers are 1½ to 2½ inches in diameter and of good substance. Plants form perfect mounds 15 to 18 inches high with a wider spread. A late September variety with excellent non-fading color properties.

HER MAJESTY (pl. pat. app. for). A large white decorative mum with shapely flowers 3 inches across and slightly incurved. The pink cream buds unfurl to pink-hazed petals with creamy centers. Fully open the flowers are clear ivory-white borne in profusion on long-stemmed graceful sprays ideal for cutting.

1960 WINNERS

HEADLINER (pat. appl. for). A superb unique new color in the mum field. Glowing terra-cotta buds swell to giant walnut-coral glooms, with gold tinted petal reverse. A September 25th bloomer that is a true winner in all respects.

MARDI GRAS (pat. appl. for). As colorful as New Orleans Mardi Gras. Huge, 4 to 4½ inches across, very double cactus-like decorative type flowers appear in several different shades of reddish orange, and mellow to golden yellow hues. A medium tall, early blooming variety.

PINK CHERUB (pat. appl. for). A very compact 12 to 16 inch plant, that blankets its round bushy form with finely meshed, honey-combed like, 1½ inch pompon type blooms. Lively purplish pink color that lasts from early Sept. to killing frost.

We stock a limited number of 1958 and 1959 winners. Please inquire.

Wholesale prices not less than 25 of a variety.

25	30-100	100-500	over 500
.30	.28	.25	.22

Varieties supplied in 2¼ in. peat pots are .07 ea. additional.

Suggested retail price.

\$.97 each; 3 for \$2.75; over 3 \$.79 each

General List

Standard and Decorative

Varieties priced r. c., supplied as rooted cuttings only. Other prices are for fully developed field grown stock unless followed by a capital letter. For explanation see page 11.

ACCOLADE. A glowing lavender pink decorative pompon with large 3 in. blooms that adapt well to disbudding. Makes an ideal cut flower and a wonderful spring pot when pinched. A sturdy plant that holds up in the weather. Mid-season.

r. c. Per 100 \$8.00

ALBAFLORA. A great new silvery white introduction. Fully double blooms three inches in diameter carry broad petals to lend distinction to this September 20 bloomer.

Per 10 \$3.00; Per 100 \$25.00

APACHE. Full double. Brilliant, dark, fire-cracker red that overcasts with gold at maturity. Four to five inch quilled flowers on a large, spreading, but closely compacted bush. September.

Per 10, \$2.50; Per 100, \$20.00

ARABY. Deep crimson red decorative enhanced by lush green foliage. Its color and flower quality is unexcelled in its response group. Size is much improved by disbudding. Responds well to shade. Matures October 15.

Per 10 \$3.00; Per 100 \$25.00

BETH RUSSELL. One of the last creations of the late Dr. Kraus and one of his finest. Large cream decorative blooms of good quality for cutting and firm textured to hold up in the garden. The plant is very compact and vigorous and is ideal for specimen use. Medium height, late September.

Per 10, \$2.50; Per 100, \$20.00

BRIGHT FORECAST. Clean bright lemon pompons appear in beautiful sprays on straight sturdy stems. Very free flowering and outstanding.

r. c. Per 100 \$7.00

BRONZE GIANT. The ruggedness combined with the ability to produce a multitude of large 4" striking bronze blooms, and not its medium height, give this early flowering beauty its name.

r. c. Per 100 \$8.00

CAMPAIGNER. This is the year for this new September flowering stalwart. A fine 3 in. cactus bloom that embodies bronze-gold and walnut shades in its prime bloom and mellows to a near orange after frosts. An ideal fall color atop a flaring plant.

Per 10 \$3.50; Per 100 \$30.00 — C

CANDLEGLOW. Blooming about September 28 this tall, clear, crisp creamy white produces multitudes of blooms on graceful sprays. An excellent cut flower and a wonderful background mum.

Per 10, \$3.00; Per 100, \$25.00

CARNIVAL. A bright, brilliant play of bronze, red, and golden bronze shades. Full double, 3 in. flowers on dignified, well branched sprays.

Per 10 \$2.50; Per 100 \$20.00

CHOCOLATE DROP. A very unusual 1 in. button, glossy oxblood red to chocolate maroon, turning to near ebony in cooler weather. A medium height plant of exceptional hardiness, this one produces long attractive sprays by Oct. 1st, that are ideal and long lasting in arrangements. Different.

Per 10 \$3.00; Per 100 \$25.00 — C

CRYSTAL. As clear and shining white as its name would indicate. A bright new wide petaled pompon that is outstanding for use as a cut flower. Long straight stems that support glistening blooms adequately during the entire fall season. Blooms Sept. 27th.

Per 10 \$3.50; Per 100 \$30.00

CRUSADER. Large double bright crimson red blooms that will average 4" and more, and extra large when disbudded. Flowers are produced individually on husky stems with very strong flower petioles. Our choice as the best specimen from the hundreds we have tested.

Per 10 \$3.00; Per 100 \$25.00

CORTIS RICE. Described by Mr. Lehman, the originator, as the "Mum of the Year" for 1960. How can you beat a plant that flowers Sept. 10th with superb large buttercup yellow blooms ideal for cut or border. A top-notch addition to our list.

Per 100 \$4.00; Per 100 \$35.00

DARK KNIGHT. A hearty vigorous performer that boasts velvet-like ruby crimson blooms borne in profusion on a medium height plant. The frost resistant blooms start to appear about Sept. 28, and last throughout the entire season.

Per 10 \$4.00; Per 100, \$35.00

DOREEN MONTE. Blooms of exhibition quality are abundantly produced on this fine plant. Flowers are deep rose, 4 inch, fully double incurve, with a lighter reverse. Midseason.

Per 10 \$2.50; Per 100 \$20.00

EVELYN GARREN. One of the largest, fully double, lilac-lavender, incurved varieties that we have seen. Shows the influence of crossing with the largeflowered, early blooming, English kinds. Strong grower, early October.

Per 10 \$2.25; Per 100 \$18.00

FIRELIGHT. A fully double bronze red that fills a need for early sales. Mid-September finds this very nice red spoon well in bloom. October finds this same plant holding golden bronze incurved pompon like blooms, making its "ember" period as attractive as the prime stages. Early blooms will average 2½ inches in size, very solid and tight, later blooms will go to 3 inches. Plant is upright, medium height, and a good producer.

Per 10 \$3.00; Per 100 \$25.00

FLAMING PILLAR. A brilliant erect pillar with huge heads of flaming scarlet to glistening Christmas red flowers. Blooms are so profuse and tightly massed that the illusion of one huge flower head is achieved. Blooming about Oct. 15th this fiery column closes your season with a blaze.

Per 10 \$3.50; Per 100 \$30.00 — C

FRED STONE. Rich velvety blood-red duplex, with a lighter reverse. Reflexed 4 inch blooms that will withstand bad weather. Particularly desirable because of its non-fading, color-holding ability. Midseason.

Per 10 \$3.00; Per 100 \$25.00

GARLAND POWELL. In our opinion, the best yellow general purpose Chrysanthemum introduced in recent years. The plant is medium tall, plump and full. Flowers are uniformly distributed and are a true bright yellow full double pompon. Try this one.

Per 10, \$2.50; Per 100, \$20.00

GAZELLE. Another new one in the highly advertised Sept. blooming giant class. Nothing can be more attractive than this earliest, Sept. 20th white full incurve bloom. A perfect plant that carries a crop of perfect 4 to 6 inch pure white football corsages. This giant English exhibition type holds up well and doesn't scorch despite its earliness.

r. c. Per 100 \$8.00

GREGORY. Fully double, white pompons three inches across of good substance. These attractive flowers are borne in clusters on long stems 24-30" high. An exceptional white that does not turn purple in the late part of the season.

Per 10 \$2.50; Per 100 \$20.00

GREEN GODDESS. Very exotic and different bloom in a Japanese exhibition type. A lively sea green overlays a white background and gives a very real refreshing quality to the bloom which is both wide and deep. Late blooming variety that is well worth while spending a little extra time with if you really want something different.

Per 10 \$3.00; Per 100 \$25.00

HADLEY. Large cream white semi-incurved that responds well to budding. An attractive field plant with exceptionally clean foliage. Excellent disbud.

Per 10 \$3.00; Per 100 \$25.00

HELEN BOGUE. Large 4-6" blooms top this plant that produces sturdy stems for cutting, right at the height of the season. These perfectly formed flowers with their swirled center appear as a fluffy mass of the highly popular rose lavender shade.

Per 10 \$3.00; Per 100 \$25.00

HEROS JEAN GUIZZONIER. A French novelty with extra large double quilled blooms on 30" cutting stems. They are late blooming but well worth while in the proper season. The flowers will reach a seven or eight inch diameter without disbudding. Color is a rosy purple with tips of gold for a very unusual, exotic effect.

Per 10 \$3.00; Per 100 \$25.00

HIS LORDSHIP. A huge English exhibition type, 4 to 6 inches across, this deep oxblood red, incurved bloom carries bronze highlights for pleasing accent. A September blooming giant this plant can be pinched to form a compact low beauty or disbudded for 3 or 4 giant corsages.

Per 10, \$3.00; Per 100, \$25.00

HOLIDAY. Lusty newcomer, a stunning bronze gold shading to old gold. 4 inch decorative, strap like petals, full double. A bountiful cut variety. Early. Frost resistant.

Per 10 \$2.25; Per 100 \$18.00

HUNTSMAN. Vivid and nobly brilliant, bright scarlet, overlaid orange-bronze 2½ to 3 inch on two foot branching plant. Early October, extremely hardy.

Per 10 \$3.00; Per 100 \$25.00

ILLINOIS. A medium large fully double incurved variety, that has perfectly shaped golden blooms. A corsage when disbudded. Midseason bloom on a medium height plant.

r. c. Per 100 \$8.00

KING'S RANSOM. Massive heads of 3 inch bloom are closely grouped to give the impression of one immense yellow head. Robust and sturdy columns of medium height. Blooms October 1st.

Per 10 \$3.00; Per 100 \$25.00

LAVENDER BEACON. Unlimited cutting sprays of 3 in. decorative blooms of a deep lavender purple are produced by Sept. 25th. A fine general purpose variety that is extra hardy and exceptionally prolific. A must for the florists trade.

Per 10 \$3.00; Per 100 \$25.00

LAVENDER BUTTON. A mid-September bloomer that produces freely. Lavender blue button pompons on a medium tall plant good for cut and border.

Per 10 \$3.50; Per 100 \$30.00

LAWRENCE BLANEY. A sparkling orange red that is different. Petals are slightly twisted and somewhat quilled. Individual blooms are large and produce on stems that are good for cutting. A nice bright fall flower.

Per 10 \$3.00; Per 100 \$25.00

LESHARA. Each branch terminates with a cluster of five to twenty-five blooms, 3", fully double, clear, non-fading mulberry red. It has no comparative anywhere that we know of. Will stand repeated freezes of 22 degrees without becoming unsightly. Blooms for 6-8 weeks from late September.

Per 10 \$2.50; Per 100, \$20.00

LILAC LAVENDER. A tall double lilac lavender, fully double, and completely hardy. Excellent straight long stems ideal for cutting. A midseason beauty that shows its English parentage in its classic green foliage.

Per 10 \$3.00; Per 100 \$25.00

MICHAEL. Our good friends and neighbors, the Ladygos, has come up with this one. A very rich, bright velvety purple that is highlighted by irregular streaks of white throughout the petals. A striking 3 to 4 inch full double quality bloom that has nothing to compare with it in the entire hardy mum field. Oct. 1st blooms on a medium height plant.

Per 10 \$4.00; Per 100 \$35.00

MICHIGAN. Large clear yellow blooms fully 4 inches and larger across, produce on vigorous plants with rigid stems. A good disbud and cut flower. Midseason, medium height.

Per 10 \$3.50; Per 100 \$30.00

MIKADO. An oriental flavor is in evidence in this large 4" cactus type bloom of velvety Turkish red. A pleasant contrast to the recurved outer petals, is the incurved central golden crest. Robust 2½' plants bloom by late September. Good disbud.

Per 10 \$3.50; Per 100 \$30.00

MONTEREY. Large brilliant orange bronze semi-incurved—4 to 5" in diameter. A real beauty when disbudded. Sharp uniform response in early shade program. Flowers October 8 in the field.

Per 10 \$3.50; Per 100 \$30.00

MYRTLE WALGREEN. Rich amaranth purple underlaid with silvery lilac, aging to clean, clear mallow purple. 4 in. bloom, 2 ft. tall, September 20.

Per 10 \$2.25; Per 100 \$18.00

NEIL ACKERSON. A big bright 4 inch, without disbudding, full double yellow bloom; very thick, firm, and weather and frost resistant. Straight and sturdy stems are extra long for cutting and holds up well in the border. New from Dr. Kraus the "king" of the hardy mums.

Per 10 \$3.00; Per 100 \$25.00

NEW FIREBIRD. Sturdy upright plants of medium height, bear ideal cut flower sprays. Fully double blooms of deep crimson red attain generous 3 to 4 inch proportions without disbudding. Color retention and frost resistance are evident in this midseason newcomer.

Per 10 \$3.50; Per 100 \$30.00

NOBILITY. Good sturdy cutting stems start right at ground level and produce fully double velvety textured deep black-red flowers. Blooming about October 4 with rich green foliage.

Per 10 \$4.00; Per 100 \$35.00

NOLIA GOTCHELL. A delectable peaches and cream combination hard to resist. Large fully double blooms 4-5 in. across, are still pleasing and erect after heavy winds. An excellent cut flower type. Midseason.

Per 10, \$3.00; Per 100, \$25.00

PRAIRIE MOON. A creamy white, large, fully double variety with flowers of an exceptionally good substance. A mid-September variety, very prolific plant with willowy stems that won't break in inclement weather. From the U. of Minn. where hardiness is paramount.

Per 10 \$3.00; Per 100 \$25.00

PRAIRIE SUNSHINE. A dazzling new one from the University of Nebraska that promises to be one of the best. Flowers are fully double, up to 4 inches with good depth and substance. A continuous procession of big golden yellow flowers are borne singly on 9-14 inch stems, starting in early August and terminated only by hard freezing. Older flower heads are tan and inconspicuous; even when thoroughly dry they do not detract. Long lasting as a cut flower and unsurpassed in the garden.

r. c. Per 100 \$7.00

PRINCESS. Introduced by the University of Minnesota this is an early carnation flowered deep old-rose with petal tips of gold. Blooms for two months starting August 26.

Per 10 \$3.00; Per 100 \$25.00

PURPLE HEART. Deep, velvet-like, purple, fully double flowers of nice size, are unique because of their semi-quilled petals and accent of silver reflex. Sept. 28.

Per 10 \$3.00; Per 100 \$25.00

PURPLE DOME. Husky upright plant of medium height grow much in the form of a cushion. Myriads of fully double 3 in. amaranth-purple blooms completely cover the plant. This is one of those strong colors that stops your customer every time.

Per 10 \$4.00; Per 100 \$35.00

REDCOAT. As hardy as the men it pays tribute and as brilliant as the uniforms they wear. A strong grower resisting with casual abandon the culprits that take their toll from others less sturdy. Flowers are a really new red in Chrysanthemums. Vermilion is the closest comparison. Fully double, they appear on strong yet succulent stems growing medium high.

Per 10 \$2.50; Per 100 \$20.00

RON RICHFORD. An English exhibition type with large 4" loose incurving blooms. A bright clear orange that is completely different from anything on the market. Flowers are immense when disbudded. About October 10.

r. c. Per 100 \$8.00

ROYALIST. The classic pompon shown at its best advantage. Velvety ox-blood red flowers, remarkably firm, long lasting and weather resistant are borne in graceful sprays on a medium height plant. A good midseason cut flower.

Per 10 \$3.00; Per 100 \$25.00

RUBY BREITHAUP. Immense 5-6 inch blooms of prim-rose yellow, that mellow to a cream yellow, appear early in the season on a vigorous medium height plant. Very good for pot or cut.

Per 10 \$3.00; Per 100 \$25.00 — B

SHOW GIRL. Deep purple incurved bloom of a generous 3" size are profusely borne on willowy stems that hold up very well. Excellent for use as a cut flower this mid-season variety also responds well to disbudding.

Per 10 \$3.00; Per 100 \$25.00

SNOW MANTLE. Four to five inch incurved blooms are boldly displayed on this handsome English exhibition type. A pure white that blooms about October 10.

Per 10 \$3.00; Per 100 \$25.00

SPARTAN. Large semi-incurved fresh looking white decorative. Responds well in the Cloth House during September or early greenhouse shadings. Improved considerably by disbudding. Flowers normally October 15. An absolute must in field plantings where the frost date will permit.

Per 10 \$3.00; Per 100 \$25.00 — C

STUART OGG. Outstanding. A very tightly knit bloom 4-5 inches across of a deep salmon with central shades of rose and cream. Produced in profusion on a medium tall vigorous plant during the first part of October.

Per 10, \$3.00; Per 100, \$25.00

SUDAN. Large golden reflexed decorative. Dark green lush foliage on sturdy stems. Flowers of excellent quality. Outstanding spring pot plant variety either as a 3" or 6" pot. One of the most beautiful large flowering field plants. Blooms mid-season. Improved by disbudding.

Per 10, \$3.50; Per 100, \$30.00

SUNBRUST. As the name implies a gorgeous huge yellow incurved bursts into bloom about the 10th of October. Strong stiff stems good for disbudding and cut flower.

Per 10 \$3.00; Per 100 \$25.00

YELLOW FLORENCE NIGHTINGALE. A fine clear yellow sport of the popular Florence Nightingale. Large 4 inch blooms, flat, made up of row upon row of firm petals, completely cover this early blooming, medium height, specimen.

Per 10, \$3.50; Per 100, \$30.00

WISP. Fully double tightly knit ball shaped flowers are generously produced in a dome shaped mass on sturdy erect growing plants. Color is a white with an overall blush of a crushed raspberry color. This blush is more intense at the center and lightens toward the edges giving a bicolor effect. Makes a wonderful specimen plant for balling or potting. A medium height plant in full bloom by Sept. 28th.

Per 10 \$3.50; Per 100 \$30.00

Cushion or Low Growing Type

Varieties priced r. c., supplied as rooted cuttings only. Other prices are for fully developed field grown stock unless followed by a capital letter. For explanation see page 11.

ADORABLE. New 1956. Extremely early, beautiful, clear pink that is considered to be the truest yet known to the trade. This is one plant that you can be sure that you will not have enough to supply the demand. Double.

r. c. Per 100 \$6.00

ANN LADYGO. Truly an unusual and beautiful item. A perfectly formed cushion type plant, is covered with blooms of a delightful shade of camellia-rose, accented by an anemone centered cushion of varying shades of yellow and rose. Dwarf and compact, it would be hard to find a use for which it is not suited.

Per 10 \$3.00; Per 100 \$25.00

BLANCHE LITWILLER. As with any of Dr. Kraus' achievements, we have a good firm flower, weatherproof, growing on robust stock. A large lavender pink pompon, excellent cut and border.

Per 10 \$3.00; Per 100 \$25.00

BRONZE GREMLIN. A new and completely different early season classic. Perky 1½ in. deep walnut bronze pompons sport a showy mahogany eye, which later blends into an overall smooth buff maple. A perfect rounded mound with loads of color by Sept. 15th.

Per 10 \$3.00; Per 100 \$25.00 — B

BRONZE QUEEN. A compact, showy cushion type that sports tightly knit pompons of a highly desirable shade of copper-bronze. Blooms Sept. 20 for early sales.

r. c. Per 100, \$8.00

BUFFALO. A very unusual rich, clear, sunburst bronze with a slight red shading on mature flowers. Exceptionally early, mid-August, fully double, pompon like blooms of nice size grace this new cushion variety from Gene Howard at Cheyenne. A very rugged type that responds well to pots both spring and fall.

Per 10 \$3.50; Per 100 \$30.00

COPPER AND GOLD. Among the first in a new series of super low cushions, this one is a mid-September type with a most pleasing color combination. Golden yellow blooms are highlighted by a swirl of copper in the center. Very low, only 6-10 inches, and twice as wide, it has a wide application in the hardy field.

Per 10, \$3.50; Per 100, \$30.00

CORSAGE CUSHION. Pretty 2" fringed carnation like blooms completely envelop a 15" mound shaped plant. Pearl pink blooms appear about the first of October and later appear as a fluffy ivory mass. Each spray a corsage.

r. c. Per 100 \$6.00

DAN FOLEY. A brand new tangerine to scarlet profusion of bloom on a 18" full cushion type plant. Another valuable addition to the cushion line.

Per 10 \$3.50; Per 100 \$30.00 — D

DON POWELL. One of Dr. Kraus's newest releases that maintains the championship quality for which he is noted. Pleasing dark red shading to bronze solid button poms are borne in mass on a compact short perfectly shaped plant. Long lasting indoors or out, this midseason plant is excellent also for spring pots.

r. c. Per 100 \$7.00

EDNA ROWLEY. Visualize a multitude of ruby eyed tightly knit lavender pink buttons, growing on graceful sprays. The button type is always popular and this one will justifiably increase it. Very prolific.

Per 10 \$3.50; Per 100 \$30.00 — C

FLAME. Early bloom, bright, showy and lots of it. These are the principal attributes of this intense dark red cushion type plant. Most of the brilliant silver dollar sized blooms have spoon tips to further enhance their appeal. Contrasting yellow centers liven things up, for this good for pot, good for border plant. Statistics: bloom September 22 — height 18 inches — width 24 inches.

Per 10 \$3.00; Per 100 \$25.00

FUCHSIA FAIRY. An unusual early blooming cushion-type plant that is covered with star like miniature blooms of a delightful lavender rose shade. We add this one to our list because it is the most floriferous hardy mum we've ever seen.

Per 10, \$2.25; Per 100, \$18.00

GLEAM. Loads of small, pure, golden, yellow pompons compete for space on compact low trim plants. Blooms appear about the 15th of September and last until a killing frost. Excellent for pot, can or burlapping.

Per 10 \$4.50; Per 100 \$40.00

GOLDFLAME. A very unusual habit of growth. Each individual 3" bloom of bright golden yellow is borne singly and stands out as a complete individual on plants that are 1 foot high and 2 feet across. There is no mound so that the overall appearance is low, broad and level. This uniformity can be advantageous in formal landscape plantings. Late September bloom is very hard and long lasting with a good degree of frost resistance.

Per 10 \$3.50; Per 100 \$30.00

GOLD PILLOW. A new series of anemone flowered mums boasts of this golden cushion. The earliest of its type, symmetrical 15 in. mounds are loaded with semi double blooms, having a darker yellow crested anemone pillow. Responds well as a pot in spring and is very unique in a 6 in. pot in the fall.

Per 10 \$4.00; Per 100 \$35.00

GOLDEN FANTASY. Fluffy ball shaped flowers with deeply serrated petals are produced in profusion on this short plant that comes into bloom by September 20. A very graceful and airy plant very good for potting.

Per 10, \$3.00; Per 100, \$25.00-D

GOLD RIBBON. Improved cushion varieties, such as this one are always much in demand. Deep golden yellow blooms, very double with excellent substance, appear in August and hold their brilliance until November. A low growing, long blooming border plant that can't miss.

Per 10, \$2.25; Per 100, \$18.00

INDIAN RED. New 1956. A charming, vivid burnished red, double flower with a unique swirl center, giving perfect confirmation of flower form. Mid-season with a color that has been lacking during this period of bloom.

r. c. Per 100 \$7.00

JEWELIGHT. Deep grape colored pompon-like blooms, perfectly symmetrical are just loose enough to allow the silver reverse of the petals to show well and light the whole plant with a silvery cast. Another highlight of this brand new one is its very low, completely versatile growth characteristic. Only about 8 or 10 inches high and 15 to 18 inches across. In bloom about Sept. 28th, this one has a place in your list.

Per 10, \$3.00; Per 100, \$25.00

JOYOUS. A semi-cushion loaded with droves of cherry pink double flowers. An early bloomer with 2½" well formed flowers with golden flushes at the center.

Per 10 \$2.50; Per 100 \$20.00 — D

KANSAS. A valuable contribution to the 3" and 6" spring and fall pot program. An exciting new white decorative of medium height and a lovely compact growth habit. Full double midseason bloomer.

r. c. Per 100 \$7.00

KINDLE. Bound to ignite customer interest, this highly novel, very deep rose red, carnation type bloom of generous 2½ inch proportions is borne profusely on a sturdy perfectly formed vase shaped, medium to low plant, that will withstand the heaviest fall weather. Flower petals have serrated tips edged in golden yellow, which in the first ten days of bloom form a unique tight center swirl. The later stages find the gold on the outside of these fully double, highly unusual blooms. September 25th blooms with tested frost resistance.

Per 10 \$3.50; Per 100 \$30.00

LEMON DROP. Lots of little lemon drop pompons on a trim neat little bush. A Sept. 28th bloomer that doesn't go over 12 inches.

r. c. Per 100 \$6.00

LIPSTICK. We think that this will be the leading red of the future. As its name implies, the brilliant red colors are real eye-catchers. Mid-season cushion.

r. c. Per 100 \$6.00

MAPLE MANTLE. Perfectly formed extra low, extra broad, mounds are covered with extra large 3 in. fully double blooms. Bronze, copper, and apricot hues blend to a warm "maple" effect. This one will fit your early blooming display coming in by Sept. 15th.

Per 10 \$3.50; Per 100 \$30.00

MARTIN'S WHITE. This is the first introduction in the proud series that bears our name. Whenever it has been seen, it is approved and re-approved in volume. It is the purest, cleanest white known. Flowers are huge, fully double, measuring five inches, and are perfectly formed from the inner swirl to the outer petals. Grows to 18", blooms shortly after the 1st of September.

r. c. Per 100 \$7.00

MIDGET GOLD. A very low growing cushion type plant completely covered with small golden pompons about September 28. Ideal as a edging or pot sales in spring or fall.

Per 10 \$2.50; Per 100 \$20.00

PINK FANTASY. Exceptionally firm textured carnation like flowers, 2" and more across, of a pleasing deep rose pink are held firmly erect on a low growing cushion type plant. The flowers have so many petals that they appear very tight and compact. Unique.

Per 10 \$3.00; Per 100 \$25.00

PINK SPOON CUSHION. Soft pleasing pure white flowers with multiple rows of spoon type petals are massed atop twelve inch bushy plants that will sometimes reach three feet across. A mid-season bloomer well worth a place in your plantings.

Per 10 \$3.00; Per 100 \$25.00

PURPLE DUSK. A luminescent light purple cushion that comes into bloom about the 25th of September. Very compact and clean growing and literally smothered with bright blooms, this one responds well to fall and spring potting programs.

Per 10 \$4.00; Per 100 \$35.00

RAGGEDY ANN. Fluffy masses of glistening pure white flowers. Foliage is completely obscure with fully double 2" blooms. The serrated petal tips and overall vigor of the plant lend its raggedy appearance. Blooms September 28.

r. c. Per 100 \$6.00

RUBESCENT CUSHION. A new ruby red, carnation flowered cushion. Compact plants ten to twelve inches high are smothered with hundreds of double lively red flowers from October 1st on.

Per 10 \$3.00; Per 100 \$25.00

RUBY MOUND (Lehman) Sensational new very deep red cushion mounds. Color pigment penetrates the petal avoiding faded blooms. Most reds fade after a few days. This early bloomer will hold its color even though it blooms Sept. 22 and continues to killing frost. The best red cushion on the market to date.

r. c. Per 100 \$8.00

SMILES. The trimmest yellow cushion to date. Uniformly compact with a mass of flowers appearing on 10 inch plants. Blooms at the height of the season and sells immediately on sight.

Per 10 \$3.00; Per 100 \$25.00

SOME PUMPKINS. A distinctive newcomer in the cushion class. Sturdy, bushy plants 12" high and 30" across with dark attractive foliage are topped with myriads of sparkling golden-pumpkin orange flowers. These bright hued 2-3" semi-double blooms have the interesting property of incurving into a ball, thus resembling a "football" mum in miniature.

Per 10 \$3.00; Per 100 \$25.00

SPARKLING. A radiant mass of 3 in. decoratives in lively rose-geranium pink. A stocky broad medium height plant drenched in sparkling pinkness by Oct. 1st. This is the traditional hardy mum in its newest most improved form.

Per 10 \$3.50; Per 100 \$30.00 — C

TAFFY. All the tempting shades of taffy being pulled at the county fair, including salmon, rose, buff, coral, and apricot. Because of its multicolor, there is a definite appeal as a novelty for beginners and fanciers alike. Fully double blooms with a slightly crested center are a blanket of flowers for this medium low plant which blooms at the start of the mum season.

Per 10 \$3.00; Per 100 \$25.00

TINY RUBIES. Hundreds of sparkling stiff textured ruby red daisies with twinkling gold centers light up this super low cushion type plant. A seedling of Mischief with the same good qualities plus more flowers and a lower plant. Good for potting.

Per 10 \$3.00; Per 100 \$25.00

TONKA. Another real beauty from the U. of Minn. A large flowered fully double, deep yellow variety. Flowers are clean and plump, contrasted with rich green foliage and borne on straight stems. Very early, Sept. 10th.

Per 10 \$3.00; Per 100 \$25.00 — C

WHIMSICAL CUSHION. Perfectly formed low mounds are covered with most unusual flowers. The blooms are fully double with petals which are tubular in form with small spoon tips. Team this up with a unique color, buff yellow with an overlay of bronze red, and you have a hardy cushion that will create a lot of interest.

Per 10 \$3.00; Per 100 \$25.00

Novel Spoons

ADORABLE SPOON. Anyone who has grown the variety Adorable knows that it is the only color of its kind. This variety is a sport and carries the same unique rosy salmon-pink color with the flowers being large and the petals are long and quilled. A good producer that blooms about Sept. 15th in time for your earliest inquiries.

r. c. Per 100 \$6.00

GLOW! A warm, velvet dubonnet red spoon. Every flower is a perfect pinwheel 3 to 4 inches across. Beginning with a high crested golden yellow button silver-red rays extend straight and firm to hold spoons of a deep warm dubonnet red. Individual flowers are borne on long peduncles and each one "stands out." This is a tall growing, midseason bloomer, that is especially attractive to the cut flower trade. A disbud will produce a six inch specimen very novel and unique. Excellent substance and texture make it long lasting in flower arrangements.

Per 10 \$3.50; Per 100 \$30.00

IVORY SPOON. Rich silver glossed ivory pastel. A beauty.

Per 10, \$3.00; Per 100, \$25.00

JESSAMINE WILLIAMS. A semi-dwarf unit almost completely covered with attractive 2-4" white flowers. The blooms are unique double Rayonnante type, with petals quilled and spoon tipped. Prolific sprays good for cut and pots.

Per 10 \$3.00; Per 100 \$25.00

LOVELINESS SPOON. Tends to full double, one of the nicest spoons. Low growing, compact, healthily bushy, flowers soft carmine rose.

Per 10 \$3.00; Per 100 \$25.00 — D

MOONLIGHT SPOON. The spoon season is advanced two weeks by this especially tempting light primrose yellow newcomer. Large 3½ in. blooms are massed in graceful sprays that are ideal for the novel arranger. A medium height beauty in bloom by Sept. 20th.

Per 10 \$3.50; Per 100 \$30.00

PEACH SPOON. Large peach colored spoons with yellow tubes. This is a different color than any other spoon variety. Graceful sprays on a medium size plant during the first part of October.

r. c. Per 100 \$6.00

PURPLE SPOON. The very earliest of all the spoons in our collection. Pleasingly soft velvet purple tubes and spoons appear on a relatively low Sept. 20th blooming plant.

Per 10 \$3.00; Per 100 \$25.00

RADIANT. Given a market survey in Cleveland this proved the "hottest" seller on the outdoor cut flower market. A beautiful white spoon borne on tall strong stems that flex easily and won't break down even under extreme conditions. Stark white ray like tubes in multiple rows radiate from a high crested yellow center to form a perfectly symmetrical bloom that is borne on a long peduncle. Radiant and Glow will prove unsurpassed in arrangements. A frost resistant, midseason bloomer, that produces an abundance of stolons.

Per 10 \$3.50; Per 100 \$30.00 — D

RED SPOON. A full double red cardinal spoon with deep red inner petals. Plants form a perfect globe without pinching and are covered with bloom about the first of October. A very vigorous plant with an excellent root system.

Per 10 \$3.00; Per 100 \$25.00

REMEMBER ME. In all the spoons, this one must be acknowledged the best of them all. The discs are perfectly formed, tremendous six inch spinning pinwheels of bright turkey red. The quills are so profuse that they crowd to a crest. The nest is so perfect that there is never a bad flower.

r. c. Per 100 \$6.00

VOLCANO (see picture) The hardy spoon class bursts forth with this brilliant newcomer to the field. A fully double, very symmetrical bloom of huge 5" proportions without disbudding is borne on a medium tall willow plant. The color is a delightful crimson with a gold reverse that lends unusual highlights to this rugged spoon. A real man's flower that also lends itself to the unique in flower arranging.

Per 10 \$4.00; Per 100 \$35.00 — D

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Dear Friends:

For quite some time our name, The Joseph F. Martin Co., has had a close association with the word perennials. This has been a source of pride and also great concern with those of us near to the business.

With this issue of the catalog, our forty-first spring catalog, you will notice a much greater assortment of nursery stock that it has ever been our privilege to offer in the recent past. There is a heavier concentration on things such as low growing evergreen material and ground covers, as well as a good solid line of the better perennials.

This change was dictated by the new trends in architecture and the later trends in popular merchandising in the trade. Many items are offered in 2¼ inch peat pots to give you a good handy, virtually foolproof item that you can sell to your customer from the counter, line out into your fields directly, or plant in the landscape and be certain of a fine measure of success. With very few exceptions the material in pots is actually two years old and carried in the greenhouses so that it is truly a very presentable item of merchandise. The reasonable cost of these units assures a good margin of profit. The azaleas and broadleaf evergreens, for instance, sold at twenty cents each would be a bargain from your counter at \$.59 each.

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There is no doubt that we must satisfy your needs in order to grow and prosper in this business. We are earnest in our desire to do this and would appreciate your patronage. Your comparison of the quality and pricing of our material with anyone in the trade is invited and welcome.

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